STRATEGIC SUSTAINABILITY FOR BUSINESS | Program Modules

The Strategic Sustainability for Business program curriculum covers the following modules:

**Module 1**  
Introduction to Sustainable Development in a Business Environment (Webinar)

*Date:* November 9, 2020

*Location:* Online

- Program orientation
- What does sustainability mean from an organizational point of view?
- Leading change and innovation

**Module 2**  
Innovation Leadership (Online)

*Location:* Online

The central concept of the course is that Innovation Leadership is not just for start-ups. It is a mindset and a set of practices being adopted by small and large organizations to address today's increasingly complex business problems.

- Why Start-ups?
- Lean Start-up tool and practices
- Adopting Start-up practices

**Module 3**  
Strategy Development: Sustainability in Business (In-Person)

*Dates:* November 24 – December 1, 2020

*Location:* Helsinki, Finland

Visit the program page at: https://executive.berkeley.edu/programs/strategic-sustainability-business
- Linking sustainability with corporate strategy and competitive advantage
- Obtaining business success through sustainability
- Sustainability challenges as a basis for innovation
- Sustainable business models

**Module 4**  Strategy Implementation: Leading Sustainability and Building Organizational Capabilities (In-Person)

**Dates:** March 29-30, 2021

**Location:** Helsinki, Finland

- What type of organizations succeeds in sustainability?
- Unique competences for successful companies.
- Leading and executing – implementation of sustainability
- Linking sustainability to change processes