



## Postgraduate Certificate in Sustainable Business

### Learning Outcomes

By the end of the programme, successful participants should have enhanced their ability in the following areas:

#### Understanding and awareness

- Have a broad understanding of the global social, environmental, economic and ethical ‘system pressures’ affecting business, government and civil society.
- Familiar with the evolution of the sustainability debate and the conceptual frameworks that underpin it.
- Develop a multi-disciplinary perspective on sustainability, with insights from departments across the University, and understand the contribution of these fields in addressing sustainability challenges / opportunities
- Understand the systemic failings that drive unsustainability in our current economic system, and recognise the paradigm shifts necessary to achieve a sustainable economy
- Identify relevant aspects of the broader social, economic, political, technological and legislative environment, and potential levers for wider system impact
- Have a clear understanding of the major arguments advanced in the ‘business case’ for sustainable business, as well as the research and limitations surrounding these claims.
- Understand a range of theories of, and potential levers for, organisational change and embedding sustainability

#### Skills

- Understand, interpret and critically analyse academic and practitioner theory and apply to a business context
- Engage with complexity and contradictions in the knowledge base
- Show the ability to be reflective and reflexive with regard to sustainability world views or paradigms and the assumptions that shape those views
- Able to write in a clear, concise, coherent and academically rigorous way
- Respond innovatively and creatively to emerging social and economic trends that pose risks or opportunities for an organisation
- Develop the ability to communicate sustainability-related messages effectively to non-sustainability target audiences.
- Embody the characteristics of a change agent for sustainability, including listening, building coalitions, identifying key leverage points, influencing/inspiring others, and resilience.

- 
- Understand own personal leadership motivations and values, and how these align with wider business needs and drivers
  - Develop business strategies and practical action plans for an organisation that address one or more sustainability challenges / opportunities
  - Able to work effectively in a group setting (in situ and remotely) and to show the ability to learn from this experience.