

Sustainability Strategies and Green Economy Programme



Programme Summary

Sustainability Strategies and Green Economy Programme

**Institute Name**

Singapore
Management University

**Programme Duration**

14 Weeks

**Cost**

USD 2300

**Learning Mode**

Online

**Weekly effort**

4-6 hours a week

**Faculty**

SMU faculty

**Guest Faculty/
Industry Experts**

Senior Industry
practitioners

**Certificate**

Upon successful completion of the programme, participants will be awarded a verified digital certificate by SMU.

Learning Experience

- **Live Sessions**
Yes. Pre-Recorded video lectures interspersed with live lectures
- **On Demand learning**
Re-watch any lesson/ concept for deeper understanding
- **Pre-recorded videos with SMU Faculty**
Learn at your own pace, around your busy schedule
- **World-class faculty**
Learn from the best faculty and industry practitioners
- **High-quality videos**
Great learning experience, even while on-the-move

Frequently Asked Questions

Are there any LIVE sessions with the institute faculty in this course?

Yes, Pre-Recorded Video Lectures from SMU faculty for self-paced learning interspersed with live lectures from industry practitioners.

Who grades/ gives inputs on the assignments and projects?

Assignments will be graded by industry practitioners who are available to support participants in their learning journey, and/or by the Emeritus grading team.

What if I miss the assignments for a particular week? Can I attempt them later?

An assignment that is not submitted by the due date is late. Late assignments will be accepted until one week after the programme end date, which is published on the programme homepage.

What if I don't find the course appropriate for me after starting the sessions? Can I seek a refund?

We encourage our learners to complete the course to fully understand the concepts and derive valuable learning outcomes. Should you still feel the need to stop your learning journey, a refund request can be initiated within 14 days of course commencement. However, after 14 days the course fee becomes non-refundable.

What type of certificate will I receive?

Upon successful completion of the programme, you will receive a smart digital certificate. The smart digital certificate can be shared with friends, family, schools, or potential employers. You can use it on your cover letter, resume, and/or display it on your LinkedIn profile. The digital certificate will be sent approximately two weeks after the programme, once grading is complete.

How long will I have access to the learning materials?

You will have access to the online learning platform and all the videos and programme materials for 12 months following the programme start date. Access to the learning platform is restricted to registered participants per the terms of agreement.

Is this programme eligible for SFC (skills future credit)?

No, this programme is not eligible for SFC (skills future credit) because our programmes are curated as per global market research which caters to global participation.

Overview



Embedding Sustainability into Strategic Business Decisions.


Sustainability has become a strategic business imperative due to changing global perspectives. Sustainable strategies have been proven to increase efficiency by reducing costs and maximising operating profits, in addition to accelerating competitive advantage.

Consumers are increasingly concerned about the future and expect organisations to be more sustainable and engaged. They recognise that their financial choices can become a catalyst for change.

The United Nation's Business for 2030 initiative is re-framing sustainable development and corporate sustainability aligned to the Development Agenda and Sustainable Development Goals (SDGs), paving the way for businesses to demonstrate the central role they can play in both sustainable development and human prosperity. This means that businesses need to act beyond economic profits to implement sustainable business strategies to invest in innovation and long-term growth, while also considering their impact on people and the planet. Leaders should possess the right knowledge to evaluate and implement sustainable strategies for a value-driven approach in this circular economy.

In the online **Sustainability Strategies and Green Economy Programme** offered by Singapore Management University Lee Kong Chian School of Business, you will build capacity to integrate sustainable business strategies to transform your corporate values and build consumer loyalty that transcends traditional marketing approaches, while sustaining the planet and the needs of future generations. You will focus on the Circular Economy and learn sustainable solutions that will enable to understand how reducing, reusing, and regenerating materials can lead to economic growth and a better society.

Emerge as a professional who understands the importance of sustainable operations and pioneer sustainable strategies in your organisation to improve business performance and mitigate carbon footprint.



85%

of global consumers have shifted their purchase behaviour towards being more sustainable.

Source: Global Sustainability Study by Simon-Kucher & Partners, 2021

70%

of consumers will pay an additional 5% for a green product, across multiple industries.

Source: McKinsey Sustainability, 2020

60%

Sustainable business strategies can help organisations increase efficiency by reducing costs and managing operating profits by about 60%.

Source: McKinsey Sustainability, 2020

49%

of consumers said they have paid a premium—an average of 59% more—for products branded as sustainable or socially responsible in the last 12 months.

Source: IBM, 2022

Who is This Programme For

The programme is designed for Senior Business Professionals and Leaders who want to:

- Build capacity to operationalise sustainability strategies to drive business innovation and long-term growth
- Pioneer organisational decision-making keeping climate change in mind
- Accelerate your organisation's sustainability journey to drive new business value with sustainability and resilience at the core

The programme is **applicable across leadership, managerial, and consultancy functions;** in major industries such as Technology, Banking & Finance, Oil and Gas, Healthcare, IT, Marketing, International Trade and Development, Customer Goods, and Manufacturing.

Programme Goals

- Enabling a deeper understanding on sustainable development with the help of circular business model.
- Highlighting the importance of sustainable consumption and ways to align customers for sustainable choice/demand.
- Enhancing competency to devise marketing plan for green products and creating a green finance strategy for an organisation via sustainable investment and green instruments.
- Focusing on the Triple Bottom Line Framework – People, Planet, Profit for participants to explore and learn how each of the parameters and their related variables aid in the measurement of sustainability goals.



Programme Highlights

This high-impact programme offers you learnings via recorded videos by eminent faculty at Singapore Management University, with decades of research knowledge and experience that will provide you with cutting-edge insights and applications for business transformation.



Career Acceleration with one of Asia's Top Universities

Certificate from Singapore Management University – a leading champion of sustainability movements in Singapore.



Growth-focused Curriculum

Understand the strategic overview of sustainability strategies for implementation in your function/organisation.

- a. Modules for in-depth and comprehensive understanding of strategies for pro t and sustainability
- b. 100+ Pre-Recorded Video Lectures* from SMU faculty with for self-paced learning interspersed with live lectures from renowned SMU faculty and industry practitioners,
8 assignments, 7 discussion boards and 7 practice quizzes



Quality Faculty

Learn from renowned faculty from SMU Lee Kong Chian School of Business.



Live and Interactive Sessions

- a. 7 Faculty live sessions
- b. Industry speakers for content clarification and industry insights



Networking Opportunities

Connect with high-achieving global peers from diverse sectors through SMU's highly interactive, collaborative, and project-based approach to learning.

The programme highlights mentioned above are subject to change based on faculty availability and the desired outcomes of the programme.

**This programme is primarily self-paced online with some live sessions conducted by programme faculty. The availability of post-session video recordings is at the discretion of the faculty members, and Emeritus or the institute cannot guarantee their availability. We have a curated panel of distinguished industry practitioners who will conduct weekly live doubt-clearing sessions.*

***Assignments will be graded by industry practitioners who are available to support participants in their learning journey, and/or by the Emeritus grading team. The final number of quizzes, assignments, and discussions will be confirmed closer to the start of the programme.*

Modules

MODULE 1: Sustainable Consumption

- Explain the importance of sustainable consumption
 - Examine the factors that contribute to overconsumption
 - Develop ways to encourage consumers to make sustainable choices
 - Analyse the sustainability initiatives employed by companies across the world
-

MODULE 2: Business Sustainability Strategies and Circular Economy

- Examine the holistic impact that the triple bottom line can have on an organisation's stakeholders and decision-making process(es)
 - Explore the viability of carbon capture as an effective means of business sustainability
 - Analyse the efficacy of industrial symbiosis and a circular economy in relation to an organisation's production process(es)
 - Outline a collective impact framework that creates shared value for multiple stakeholders in a chosen organisational environment
-

MODULE 3: Sustainable Operations

- Evaluate an organisation's practices according to the four actions delineated in the sustainable hierarchy framework
 - Examine the effectiveness of the strategies within the sense-response framework in relation to an organisation's sourcing practices
 - Discuss how to operationalise Extended Producer Responsibility (EPR) legislation
-

MODULE 4: Sustainability Reporting and Governance

- Critically assess how to measure sustainability within an organisation
 - Analyse the carbon footprint(s) of an organisation to measure its environmental impact
 - Critique the sustainability strategies/policies/frameworks that a local government has implemented
-

MODULE 5: Leading as a Steward for Sustainability

- Evaluate the role of leadership in implementing a business sustainability strategy
- Conduct a purpose and stakeholder analysis for an organisation in relation to sustainability as a business objective
- Determine the risks and opportunities associated with collaborative/steward leadership

Modules

MODULE 6: Driving Innovation through Impactful Solutions

- Learn the perspectives of sustainability that can drive innovation
 - Describe innovations that have improved sustainability
 - Use the ReSOLVE and Regenerate, Rewire, Inspire frameworks to create sustainable innovations
-

MODULE 7: Marketing Green Products

- Utilise the three-factor behavioural model to analyse consumer behaviours related to green products
 - Understand the impact of green products' marketing on the environment throughout the entire life cycle of a product
 - Examine segmentation, targeting and positioning in the context of marketing green products
 - Outline the marketing approach for a green product, including packaging design, pricing, and promotion and distribution initiatives
-

MODULE 8: Sustainable Finance

- Relate sustainable finance to changing business models, operations, and global trends
 - Analyse the viability of various reporting measures
 - Examine the practices of sustainable investing and lending
 - Understand the role of green financial instruments and the need for climate risk management
-

MODULE 9: Low-Carbon Economy

- Analyse the environmental impact of an organisation's products/services by conducting a life cycle assessment
 - Explore the environmental performance of an organisation through carbon footprint calculations and the EIO-LCA approach
 - Determine the benefits and challenges of renewable energy sourcing options for organisations
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Modules

MODULE 10: Sustainability Leadership and Future Trends

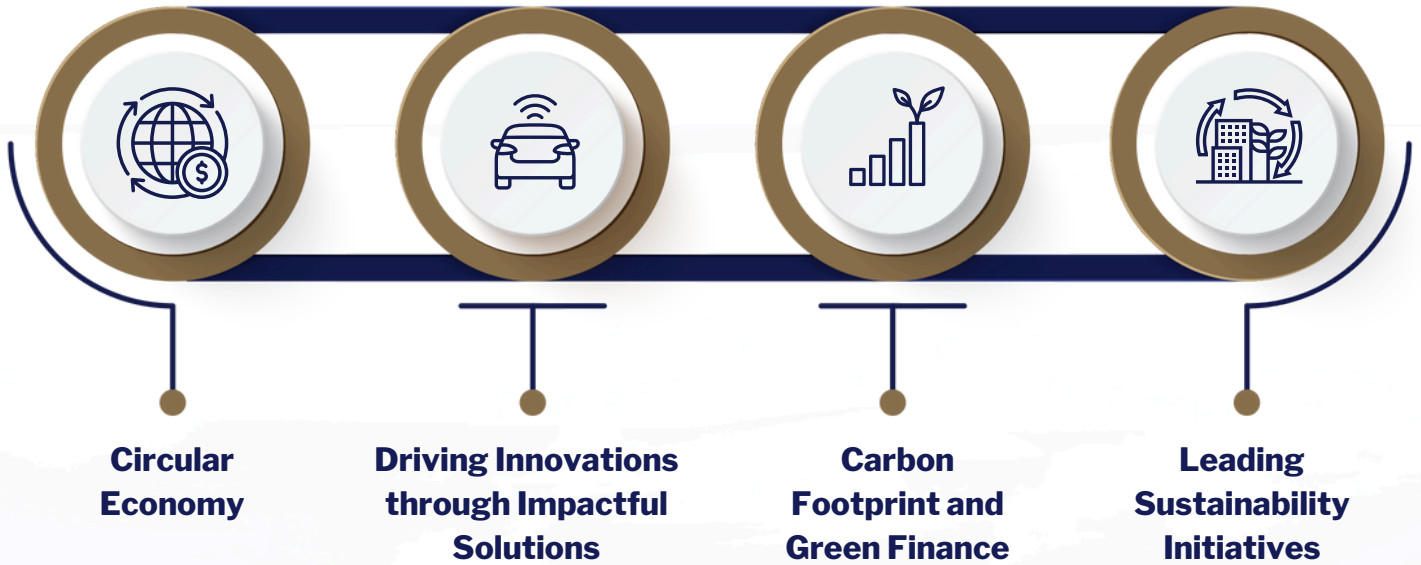
- Leading Sustainability initiatives in an Organisation
- Managing Conflicts, Grievances and Disputes on Sustainability
- Embedding Sustainability in the DNA of an Organisation
- Leading Organisations in Changing Environments
- Risk Management and Emergent Trends
- Emerging Technologies trends in Sustainability

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Live Session



What This Programme Will Do For You

Articulate

the importance of sustainable production, consumption, and operations

Explore

the potential of technology and innovation to enable business sustainability and support sustainable development

Examine

the models, frameworks and strategies that drive organisational decision-making in the face of global issues such as climate change

Determine

sustainability risks and opportunities from a strategic perspective and evaluate their impact on multiple stakeholders

Assess

the existing national and international regulations, reporting measures and standards surrounding environmental best practices and apply them at an organisational level

Investigate

the sustainability leadership skills and competencies needed to implement climate risk practices and create long-term value for internal and external stakeholders



Faculty



**DR SHANTANU
BHATTACHARYA**

Professor of Operations
Management
Lee Kong Chian School of
Business

Dr Shantanu Bhattacharya is a Professor of Operations Management with the Lee Kong Chian School of Business, Singapore Management University (SMU).

Before joining SMU in 2014, he was a Lecturer at the University of Texas in Austin and an Associate Professor of Operations Management with INSEAD, where he was nominated for Best Core Teacher Award, INSEAD in 2004 and 2007.

As a Professor of Operations Management, Dr Bhattacharya's research areas and areas of expertise include Supply Chain Management, Sustainable Operations including Agri-business, Social Inclusion and Innovation, Natural Resources and Sustainable Businesses, and Business Models and Innovation.



DR MICHELLE P. LEE

Associate Professor of
Marketing (Education)
Lee Kong Chian School
of Business

Dr Michelle P. Lee is an Associate Professor of Marketing (Education) with the Lee Kong Chian School of Business, Singapore Management University (SMU).

Dr Lee joined SMU in 2000 and is also currently the Associate Provost (Undergraduate Education), as well as the Academic Director of the SMU-SUTD Joint Programme.

Dr Lee's research areas and areas of expertise include Consumer Behaviour and Consumer Judgment and Decision-making and she has published articles on "Consumer Decision Making and Aging: Current Knowledge and Future Directions", in the Journal of Consumer Psychology.

Faculty



**DR ZHOU YANGFANG,
HELEN**

Associate Professor of
Operations Management
Lee Kong Chian School of
Business

Dr Zhou Yangfang, Helen is an Associate Professor of Operations Management with the Lee Kong Chian School of Business, Singapore Management University (SMU) since 2013.

Dr Zhou was awarded the Best Publication Award in Environment-Sustainability in the INFORMS Section of ENRE (Energy, Natural Resources, and the Environment) in 2020. She has been recognised in the Lee Kong Chian School of Business Dean's Teaching Honor List annually since 2014.

Dr Zhou's research interest lies specifically in the domain of sustainability – in the areas of Renewable Energy and Energy Storage Operations, Electrical Vehicle Adoption and Operations, Agriculture Operations, as well as Food Waste and Food Loss.



DR ARNOUD DE MEYER

Former SMU President,
Professor Emeritus of
Operations Management

Dr Arnoud De Meyer is a Professor Emeritus of Operations Management with the Lee Kong Chian School of Business, Singapore Management University (SMU). Until December 2018, he served as President of Singapore Management University (SMU).

Before joining SMU, Professor Meyer was from 2006 until 2010 Director (Dean) of the Judge Business School at the University of Cambridge (United Kingdom) and Professorial Fellow at Jesus College.

Professor De Meyer is an internationally recognised researcher in the areas of R&D and Innovation Management, Manufacturing Strategy and International Management. He published more than 100 academic articles and 12 books.

Faculty



DR SESHAN RAMASWAMI

Associate Professor of
Marketing (Education), Lee
Kong Chian School of Business

Dr Seshan Ramaswami is an Associate Professor of Marketing (Education) with the Lee Kong Chian School of Business, Singapore Management University (SMU).

Dr Ramaswami joined SMU in 2006 and graduated from University of Florida with a Ph.D in Marketing. He was recognised in the Lee Kong Chian School of Business Dean's Teaching Honor List in 2007 – 2008.

As an Associate Professor of Marketing (Education), Dr Ramaswami's research areas and areas of expertise include Organisational Behaviour & Human Resources, Negotiation Marketing, Consumer Judgment and Decision-making, Communication Management, Natural Resources and Sustainable Businesses, and Managing for Sustainability.



FLOCY JOSEPH, PhD

Full-Time Faculty, SMU
Programme Director,
Executive Development

She has been associated with the Singapore Management University since 2012. She currently serves as Head Commercial leading the team of Client Directors and Business Development Managers at the Executive Development Office. Her role encompasses designing, delivering, and facilitating executive development programmes for the university's top tier corporate clients and regional government officials. She has a breadth of experience in curating and delivering cutting edge programmes in the Infrastructure, Maritime, Financial, Services and Technologies sectors, primarily focusing on Singapore and emerging markets in Asia and the Middle East. Through her experience she has successfully forged several international partnerships with overseas business schools in Europe, Americas and Asia. she pursued her doctorate from the Singapore Management University.

Her doctoral thesis on “Responsible Leadership: A Behavioural Perspective” was one of the top downloaded articles from the SMU International Knowledge System in the year 2018. In 2022, she won the Inaugural “Doctoral Dissertation Impact Award” from SMU for having made positive real-world impact on successful implementation of research ideas from her dissertation and transforming the thinking and behaviours of senior executives in business organizations.

Note - Programme Faculty for the live sessions might change due to unavoidable circumstances, and revised details will be shared closer to the programme start date.

Faculty



DR SIMON SCHILLEBEECKX

Assistant Professor of
Strategic Management
Course Coordinator,
Capstone Development
Lee Kong Chian School of
Business

Dr Simon Schillebeeckx is Assistant Professor of Strategic Management and Course Coordinator, Capstone Development with the Lee Kong Chian School of Business, Singapore Management University (SMU).

Dr. Schillebeeckx is also cofounder of Global Mangrove Trust, a nonpro t organisation that uses blockchain and remote sensing to support mangrove reforestation, and Handprint, a fast-scaling venture whose mission is to integrate a positive impact in every business transaction.

Prior to joining SMU, he worked in sustainable innovation consulting. Dr. Schillebeeckx's research focuses on the intersection of digitization and sustainability.



DR DAVE FERNANDEZ

Professor of Finance
(Practice) Lee Kong Chian
School of Business

Dr Dave Fernandez is Professor of Finance (Practice) with the Lee Kong Chian School of Business, Singapore Management University (SMU), and the Director of Sim Kee Boon Institute for Financial Economics.

Before joining SMU in 2018, he had extensive business leadership experience with Barclays and J.P. Morgan, Singapore. Dr Fernandez also taught in the Johns Hopkins University, School of Advanced International Studies, where he was awarded Professor of the Year, in 1997.

Dr Fernandez's research areas and areas of expertise include Monetary Policy, Macroeconomic and Financial Market Forecasting, Sustainable Finance, Financial Inclusion and Education, Financial Technology, and Data and Governance.

Certificate

Upon successful completion of the Programme, participants will be awarded a verified digital certificate by Singapore Management University, Executive Development.

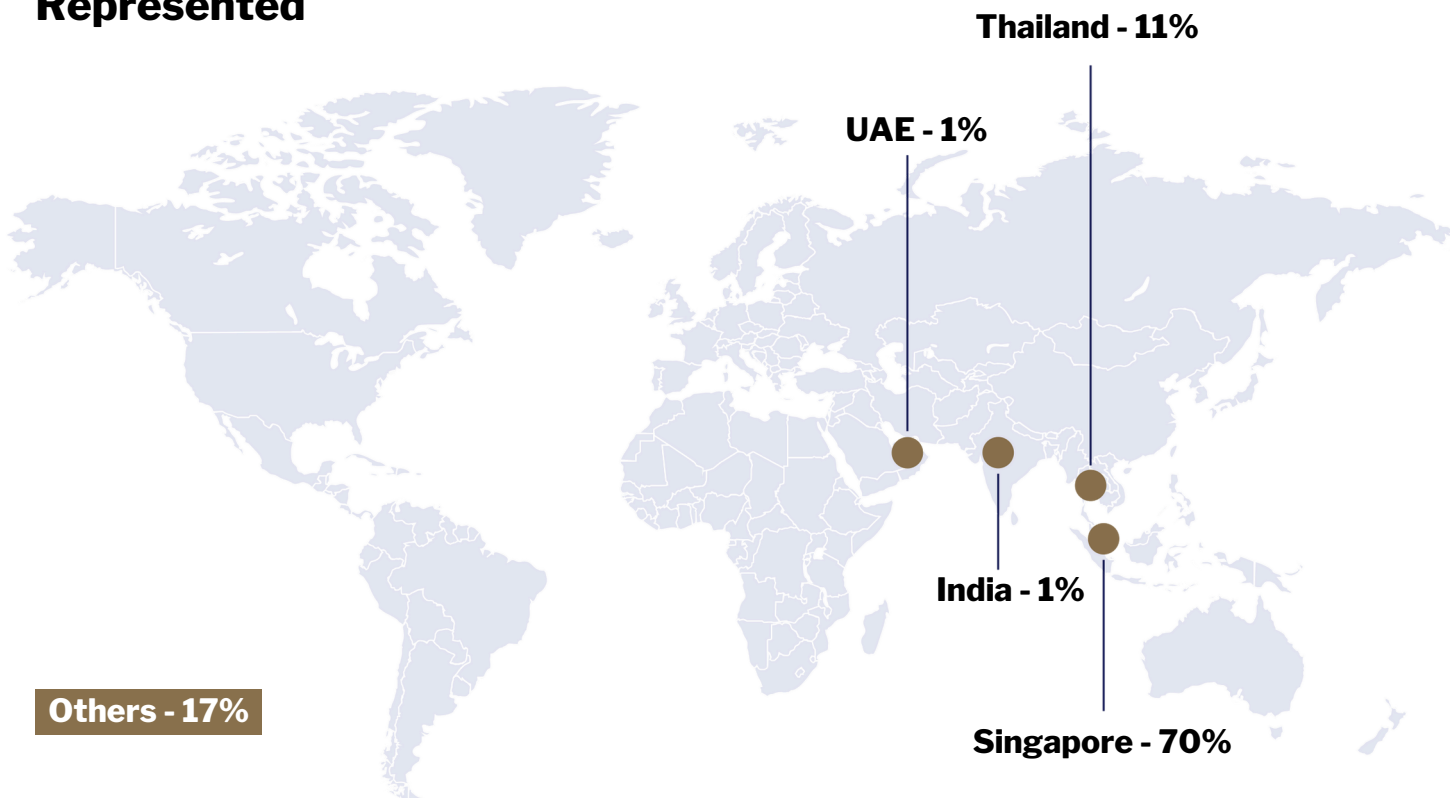


All certificate images are for illustrative purposes only and may be subject to change at the discretion of Singapore Management University.

*Emeritus or the institute does not guarantee availability of any live faculty session recordings

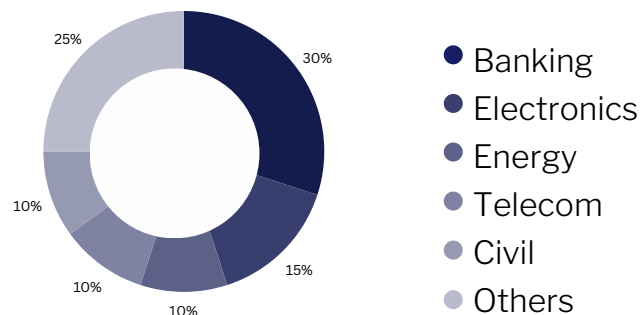
Past Participants

Top Countries Represented



Industries

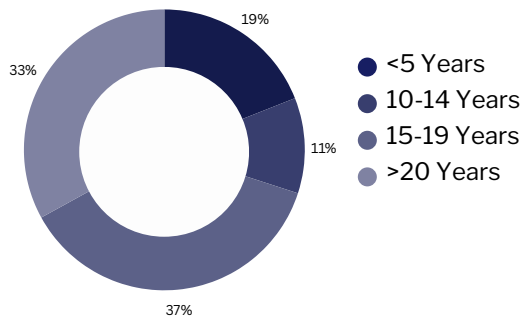
Past participants represent 15+ unique industry domains.



Others include IT Products, Petrochemicals, Education / Consultancy, Healthcare etc.

Work Experience

About 70% of the participants have more than 15 years of work experience.



Learning Journey



Orientation Week

The first week is orientation week. During this week you will be introduced to the other participants in the class from across the world and you will learn how to use the learning management system, discussion boards, and other learning tools provided.

Weekly Goals



As you begin the programme, meet your learning goals set for the week. The goals would include completing the assignments, which have weekly deadlines



Clarifying Doubts

In addition to the live online sessions with faculty, the Programme Leaders also conduct Office Hours every week or every alternate week to help participants clarify their doubts pertaining to the content.

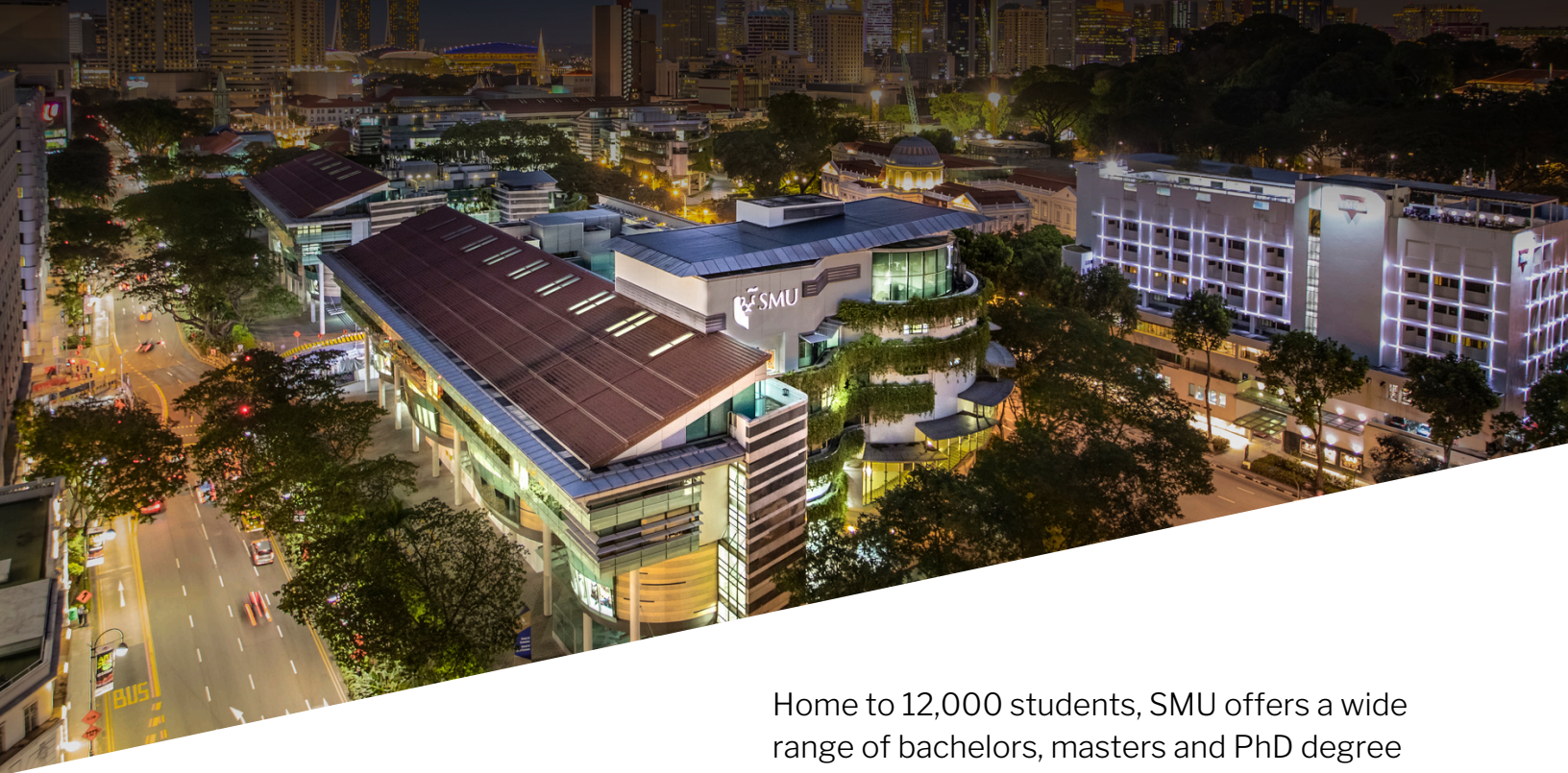
Follow-Up

Emeritus Programme Support Team follows up over email and phone calls with learners who are unable to submit their assignments on time.



Singapore Management University

Right in the Heart of Asia's Hub, Singapore



In the dynamic, cosmopolitan hub that is Singapore, you will find a vibrant city-state that pulses with the diversity of both East and West, and renowned for her business excellence and connectivity. At the heart of downtown Singapore is a premier university internationally recognised for its world-class research and distinguished teaching – the Singapore Management University (SMU).

Home to 12,000 students, SMU offers a wide range of bachelors, masters and PhD degree programmes by six schools – Accountancy, Business, Computing, Economics, Law and Social Sciences, and in interdisciplinary combinations of these areas. SMU also offers a comprehensive suite of executive development and continuing education programmes. SMU has an emphasis on generating rigorous, high-impact and multi-disciplinary research that addresses Asian issues of global relevance.

Through its city campus, SMU focuses on making meaningful impact on Singapore and beyond through fostering strategic partnerships with business, government and the wider community.

17th

SMU is ranked 17th amongst specialist universities in the world.

Source: QS, World University Ranking, 2022

36th

SMU is ranked 36th Globally for Business & Management Studies.

Source: QS, World University Rankings by Subject, 2023

Programme Details



Programme Fee:

USD 2300 + GST

*Singapore residents who wish to enrol for this programme will be charged GST.



Programme Starts:

23 December 2024



Duration:

14 Weeks, Online | 4-6 hours a week



Emeritus Career Preparation Services

Stepping into a business leadership career requires a variety of job-ready skills. Below given services are provided by Emeritus, our learning collaborator for this program. The primary goal is to give you the skills needed to succeed in your career; however, job placement is not guaranteed.

Emeritus provides the following career preparation services:



Resume building videos



Interview preparation videos



LinkedIn profile building videos



Interview guidebooks



Glossary of resume templates

Note: SMU or Emeritus do not promise or guarantee a job or progression in your current job. Career Services is only offered as a service that empowers you to manage your career proactively. The Career Services mentioned here are offered by Emeritus. SMU is not involved in any way and make no commitments regarding the Career Services mentioned here.

About SMU Executive Development

SMU Executive Development supports executives throughout their careers; from individual contributors gaining self-understanding, empowerment and foundational skills, through to seasoned CEOs and c-suite leading multinational organisations with purpose and mission. We support global executives managing the complexities in Asia and Asian executives navigating in local and international firms and contexts. Our pedagogy of "Knowledge - Application - Empowerment" transforms personal development, whilst the pool of 350 faculty, from across the six schools of SMU, provides both depth and breadth of insight to match the needs and context of each participant and corporate client.

<https://exd.smu.edu.sg/>



About Emeritus

Singapore Management University is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. By working with Emeritus, we are able to broaden access beyond our on-campus offerings in a collaborative and engaging format that stays true to the quality of SMU.

Emeritus' approach to learning is based on a cohort-based design to maximise peer-to-peer sharing and includes live teaching with world-class faculty and hands-on project-based learning. In the last year, more than 250,000 students from over 160 countries have benefitted professionally from Emeritus' courses.

Contact Us

Email: enterprise@emeritus.org

Phone

India: +91 9845429314

Singapore: +65 92729350

UAE: +971 564700049

UK: +44 7827778084

USA: +1 8609664320



www.emeritus.org



SMU Executive Development
Singapore Management University
Administration Building, 81 Victoria Street, Singapore 188065

 exd.smu.edu.sg

 exd@smu.edu.sg

 facebook.com/smuexd

 linkedin.com/company/smu-exd