



Sustainable Finance

Online Executive Education Course
August 31 – October 23, 2020

Why study sustainability?

Sustainable assets surge to new levels

As a result of these developments, the volume of sustainable assets managed in Switzerland has significantly increased over the past ten years. According to the latest Swiss Sustainable Investment Market Study in 2019, published by Swiss Sustainable Finance (SSF), sustainable investments reached CHF 716.6 billion by the end of 2018. The impressive increase over the past years is attributable to the fact that more and more institutional investors, such as insurance companies and pension funds, are opting for sustainable investment strategies. Many asset managers are now integrating sustainability criteria as a standard in their selection processes.

The value of certified expertise in sustainable business practices is rising every day. That is why the Swiss Business School is presenting this opportunity for online education to make this program accessible to professionals worldwide, entirely online.

WHEN:

August 31 – October 23, 2020

(8 weeks – 8 modules)

8–12 hours required per week, self-paced – weekly live webinar sessions

COSTS:

CHF 2,700

CERTIFICATES AND CREDITS:

Upon completion of this course, participants will receive a Certificate in Sustainable by SBS Swiss Business School.

WHO SHOULD ATTEND:

Although there are no formal education or background requirements, this course is designed for executives who meet the criteria below. While we strongly encourage global participation, please note that all courses are taught in English. Proficiency in written and spoken English is required.

LECTURERS:

You will be guided by Swiss banking and finance experts, who are leaders in their fields internationally, and also from industry professionals who partner with the program as guest speakers and mentors to provide insight into a range of workplaces.

TEACHING METHODS:

Courses are taught in through SBS iLearn Portal in where live webinar sessions are held, assignments uploaded, and for students and lecturer to interact virtually.

Course Outline

- **MODULE 1:** Sustainability challenges and opportunities.
 - The Davos 2020 Manifesto.
- **MODULE 2:** The business case calls to leadership for action
- **MODULE 3:** The UK and Swiss Regulatory environment and international policy
- **MODULE 4:** Production and consumption
- **MODULE 5:** Design, technology, and planning for sustainability
- **MODULE 6:** Communication and marketing
- **MODULE 7:** Collaboration and partnerships
- **MODULE 8:** Rewiring your business approach

In just eight weeks, you'll walk away confident in your ability to:

- Investigate the impact of current global economic, social, and environmental pressures on business in a local and global context
- Argue the business case for sustainability and the value of strong leadership to drive sustainable business
- Investigate the interaction between business and the international regulatory environment relating to sustainability
- Justify the importance of integrating sustainability across an organization's value chain to ensure long-term value creation
- Assess the potential of innovative design and technology to enable sustainable business
- Evaluate the role of marketing and communication in successfully implementing sustainability as part of overall business strategy
- Assess the opportunities from collaborating with key stakeholders and entering into partnerships to create new value
- Formulate a practical action plan for overcoming the barriers and seizing the opportunities associated with creating a sustainable business
- Reflect on your strategies for influencing positive sustainability-oriented change within your organization

Meet the course instructors:

Over the eight weeks of this course, you'll receive guidance and feedback from your Head Lecturer. All Business Sustainability Management lectures are sustainability professionals with years of practical experience and intimate knowledge of real-world sustainability issues, practices and opportunities.

RICHARD ERNST

COURSE CONVENOR AND HEAD LECTURER

RICHARD is a Programme Director at the Swiss Business School. He helps companies with a global reach to derive value from embedding innovative approaches to sustainability across their organization and supply chain. Martin has extensive experience working with companies and NGOs on sustainability challenges, with particular expertise in the food, agricultural, utility, tourism, and extractive sectors. He has lived in several Australia and worked in several Asian countries, working with NGOs and the private sector to tackle the resource challenges of today and the future.

STEPHEN GARDNER

LECTURER

A Fellow of the ICAEW by profession: worked in M&A at BZW Investment Bank and International Corporate Development at Barclays Bank; specialised in Asset Management, Retail and Private Banking, working at senior levels in finance, strategy and operations.

Currently based in Zürich: formerly Director of Investor Relations for Credit Suisse with market responsibility for UK investors and Sell Side analysts; currently a DBA student at SBS, seeking new opportunities.

Specialties:

Council Member of the University of Durham (2004 - 2015)

Chairman of The Durham University Pension Scheme (2008 - to date)

Advisory Board The Swiss Business School, Zürich (2009 - to date)

Advisor to the Board of VNH Asset Management (2016 - to date).