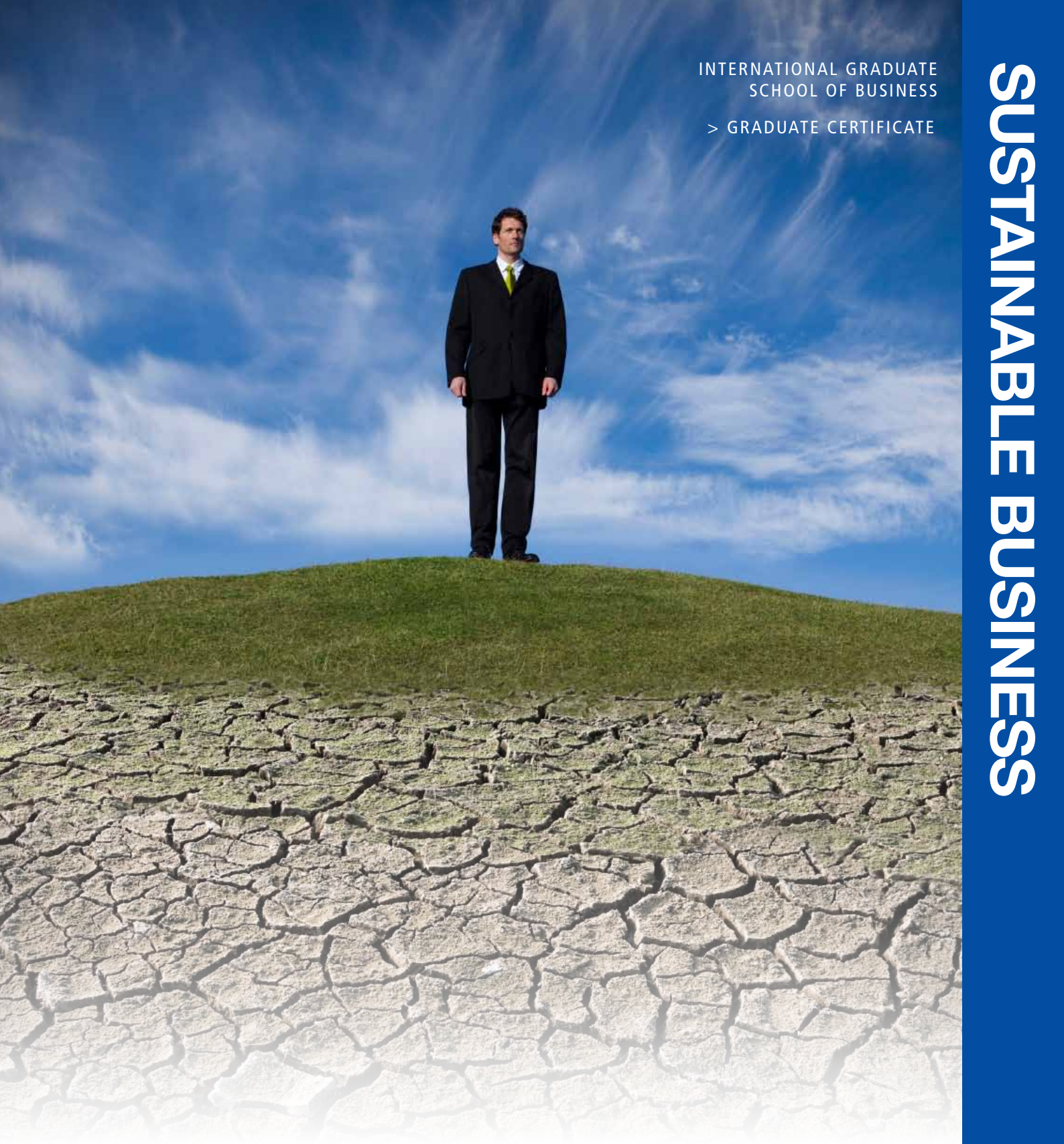


INTERNATIONAL GRADUATE
SCHOOL OF BUSINESS

> GRADUATE CERTIFICATE

SUSTAINABLE BUSINESS



Lead your business to a sustainable future



University of
South Australia

> The Sustainability Imperative...

... is a business megatrend which is forcing fundamental and persistent shifts in how companies compete.



"What all this adds up to is that managers can no longer afford to ignore sustainability as a central factor in their companies' long term competitiveness."

Lubin & Esty, Harvard Business Review, May 2010

> Sustainability in Business

Leading international business commentators are noting the urgent corporate demand for an understanding of the scope and magnitude of the sustainability impacts that are already influencing the global business environment.

An article in the May 2010 issue of Harvard Business Review described sustainability as an emerging 'business megatrend', which is forcing fundamental and persistent shifts in how companies compete. "What all this adds up to is that managers can no longer afford to ignore sustainability as a central factor in their companies' long term competitiveness."



"Undertaking the course has helped me identify new sources of competitive advantage in our business."

Ben White, Student

And a recent research report by Accenture (*A New Era of Sustainability: UN Global Compact-Accenture CEO Study 2010* <http://www.unglobalcompact.org/docs/news_events/8.1/UNGC_Accenture_CEO_Study_2010.pdf>), based on survey responses, 50 one-to-one CEO interviews and a further 50 interviews with additional business leaders and stakeholders, found that more than 90% of respondents considered that sustainability will be critical to the future success of their companies and more than 80% have included sustainability issues as part of their company strategy and operations.



Managers can use systematic approaches to responding to sustainability, and we can help you learn about them.

"Most executives [...] are flailing around [...] not because they don't see sustainability as a strategic issue. Rather, it's because they think they're facing an unprecedented journey for which there is no road map."

Lubin & Esty, Harvard Business Review, May 2010

➤ Sustainable Business Courses

The Graduate Certificate in Sustainable Business requires completion of four compulsory courses. These courses are delivered through our Online environment, each taking eleven weeks to complete.

Fundamental Concepts of Sustainable Business

This course provides an understanding of sustainable business landscapes by analysing sustainability challenges in the global business environment, including energy, water, biodiversity, climate change and social impacts, and by describing the evolution of community and business attitudes to sustainability in both the developed world and emerging economies such as India and China. By introducing concepts such as 'externalities' and 'corporate social responsibility', the course considers the implications of sustainability for existing theories of the firm. In addition, focusing on the principles and practices of sustainable business, the course explores the implications of sustainability for the various functional areas of a business, such as Production, Human Resources, Marketing, and Finance.

Foundations of Environmental and Natural Resource Economics

In this course we introduce the concepts of environmental and natural resource economics, which provide the disciplinary foundation for sustainable business. This, in turn, involves coming to grips with the basic principles of welfare economics and their application to the environment; analysing the physical and economic impacts of a business on the environment; exploring the link between the economics of natural resource extraction and sustainability; and understanding the distinction between economic and social efficiency, and the determination of resource use limits. Practical outcomes include an understanding of cost-benefit analysis (and alternatives to it) and approaches to valuing the natural environment.

Risk and Uncertainty Analysis for Sustainable Business

This course provides a framework for understanding and dealing with emergent sustainability risks in businesses, such as those associated with changing physical environments and the emerging attitudes of an increasing range of influential stakeholders. Common concepts associated with risk and uncertainty analysis, such as risk neutrality, risk aversion, risk preference, certainty equivalence, expected value and utility, and the cost of risk bearing, are explained, and decision analysis tools, such as influence diagrams and decision trees, are presented, equipping managers to make decisions under uncertainty. In addition, concepts particularly relevant to analysing the decision implications of sustainability issues, such as thresholds, irreversibility, non-linear dynamics, safe minimum standards, and the precautionary principle, are introduced.

Climate Change and Corporate Management

This course outlines the challenges in the global business environment presented by climate change, including an overview of the current assessment of climate science (from the perspectives of both climate scientists and climate sceptics), the current status of attempts by the international community to meet the challenge of climate change, and the implications of climate change for the Australian regulatory environment. The course explores the changes to the external business environment caused by climate change, and the associated strategic reconfigurations for major industry sectors such as energy, water, transport, health, financial services and agriculture. In addition it describes a range of tools and techniques that can be used to support managers in developing strategic and operational responses to climate change in their organisations.



"The course reference material was excellent, the 4 subjects dovetailed into each other so many times I can't count. The online "asynchronous" experience was a big success. Strongly recommended, the course has been a life changing experience for me."

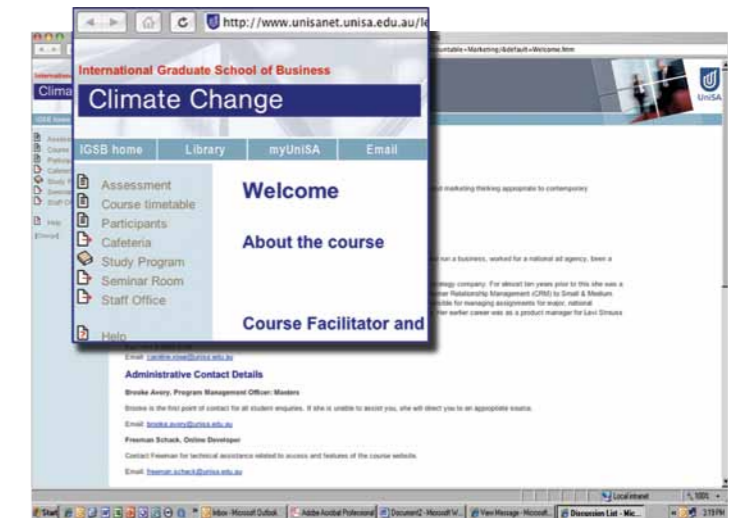
Chris Lee, Student



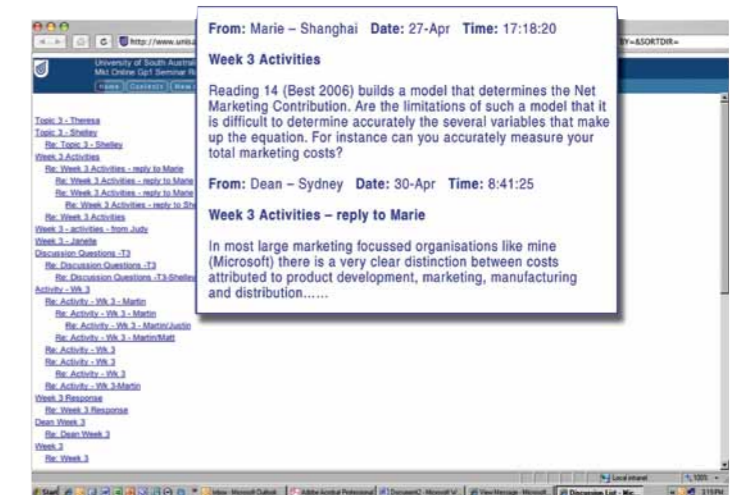
Online study allows you to study where and when it suits you. You just need a web browser and internet connection.

➤ Studying Online

To undertake our Online Graduate Certificate in Sustainable Business, you just need a computer and the internet. Accessed through a browser, the program is fully delivered on the web requiring no special software or hardware.



The Online learning environment is a discussion board model where students participate in seminar room discussions and syndicate work.



Each GCSB course runs for 11 weeks. Online participants go Online when it suits their needs. Most students are on the site about 3 times every week, but there are no fixed times when students must be Online.

› University of South Australia's International Graduate School of Business



The Academy of Business in Society

The IGSB is the one of a select group of Business Schools in Australia who are members of the Academy of Business in Society (ABIS). ABIS is a unique international alliance of companies, business schools and other institutions, committed to putting business in society issues at the heart of management theory and practice.



The IGSB's MBA program has been ranked in the world's Top 100 in the "Beyond Grey Pinstripes" for our focus on social, environmental and sustainability issues. This ranking is done every two years by the Aspen Institute.

Founded in 1991, the University of South Australia (UniSA) is an innovative, outward-looking university built on more than a century's experience as a leader in educating professionals and applied research. UniSA is the largest university in South Australia and one of the largest in Australia. UniSA programs are designed in close consultation with industry and business to ensure that our students graduate with relevant real world experience.

With 30 years of experience in delivering postgraduate business programs to Australian and overseas business people, the International Graduate School of Business (IGSB) is recognised as one of Australia's leading graduate business schools.

Our Graduate Certificate in Sustainable Business (GCSB) is designed for working managers and professionals, and aims to expand managers' knowledge and understanding of the business issues related to developing and maintaining a sustainable business in today's rapidly changing world.



The IGSB is the home of UniSA's 5 star MBA program which is ranked in the world's Top 100 in the "Beyond Grey Pinstripes" for our focus on social, environmental and sustainability issues. This ranking is done every two years by the Aspen Institute. MBA students can take the Sustainable Business courses as electives or study all four courses as a MBA with Sustainable Business specialisation.



How to Apply

Application forms can be downloaded from our website at www.unisa.edu.au/igsb

Closing dates

The program has four intakes per year. You can apply for the following study periods:

STUDY PERIOD 1
Commences January

STUDY PERIOD 3
Commences April

STUDY PERIOD 4
Commences July

STUDY PERIOD 6
Commences September

› Applications

Participants are selected on the basis of the unique qualities each will bring to the synergy of the group as a whole. A blending of diverse business backgrounds creates special challenges and opportunities for participants to benefit from the experience and perspective of others.

Entry Criteria

Applicants seeking admission to the Graduate Certificate in Sustainable Business shall normally hold:

1. A recognised University undergraduate degree* or equivalent professional qualifications; OR
2. A minimum of five years full time relevant work experience, including significant experience in supervision and financial management and evidence of capacity to study at postgraduate level; OR
3. A Graduate Certificate in Business Administration with an average of at least Pass Level 1 (55%) from the International Graduate School of Business at the University of South Australia or an equivalent qualification from other Schools within the University of South Australia or from another recognised University; OR
4. A Graduate Diploma in Business Administration with an average of at least Pass 1 (55%) across at least 4 courses from the International Graduate School of Business at the University of South Australia or an equivalent qualification from other Schools within the University of South Australia or from another recognised University; OR
5. A recognised University Masters degree.

All applicants applying under criteria 2) are required to submit two referee reports and a detailed curriculum vitae outlining managerial and executive experience.

Where English is not the applicant's first language OR where English proficiency cannot be demonstrated by prior studies, then an IELTS (academic) score of 6.5 with a minimum writing sub-score of 6.0 will be required for entry into the program. Alternative proof of proficiency in English (e.g. equivalent level of the University Entrance Certificate or TOEFL) may be accepted depending on the country of origin of the applicant.

*Normally applicants who have completed a Bachelors degree with a Grade Point Average of 4 or better will be recognised for entry. A GPA of 4 refers to UniSA's Grading scale which has a range of 1-7, other equivalent Australia and International grading scales will be considered.

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Email: igsb.info@unisa.edu.au
Website: www.unisa.edu.au/igsb



"I found the GCSB to be an exceptionally valuable and enjoyable study program. The structure and content of the course meant that I was frequently able to apply learning from the various courses to benefit the business in which I operate."

James Tilly, GCSB Alumni

➤ Contact Us

To find out more about the IGSB Online GCSB contact our GCSB team –

Telephone: (+61 8) 8302 0041

or toll free within Australia on 1800 502 520

Email: igsb.info@unisa.edu.au

Website: www.unisa.edu.au/igs/sustainablebusiness

International Graduate School of Business

University of South Australia

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