

MIT
MANAGEMENT
EXECUTIVE EDUCATION

BUSINESS SUSTAINABILITY STRATEGY: TECHNOLOGY AND MANAGEMENT

ONLINE SHORT COURSE

Gain the skills and strategies to implement sustainability initiatives that optimize business performance and meet business goals.

ABOUT THIS COURSE

For many companies, the topic of sustainability is at the forefront of business agendas. Consumers and stakeholders are demanding greater accountability from organizations, and the regulatory environment is becoming increasingly stringent. However, pursuing the environmental, social, and governance impacts of business is often met with tension. Leaders now need to manage the misconception within business that meeting sustainability goals means compromising profits.

The **Business Sustainability Strategy: Technology and Management** online short course from the MIT Sloan School of Management focuses on navigating these trade-offs and tensions successfully, and explores the process of achieving sustainability through innovation and behavioral change.

In this six-week program, you'll learn to optimize your business strategies as you analyze some of the most significant sustainability challenges businesses face today. You'll also tackle a range of diverse topics, including climate change, dematerialization, and the causes of market failures. With insight and guidance from the MIT Sloan faculty and a host of industry experts, you'll walk away with the skills to drive long-lasting, sustainable change within and beyond your organization.

WHAT THIS PROGRAM COVERS

This online program begins by exploring some of the choices that businesses and society make in the context of social and environmental challenges. You'll examine the impact of these choices as well as sustainability goals using the PROMISE framework — through this holistic lens, you'll learn to understand complex, multifaceted sustainability concerns. You'll gain insight into how new technologies, strategies, and changes in human behavior can drive innovative sustainability solutions as you gain the skills to optimize your business processes. With focused sustainability management skills, you'll become equipped to oversee and drive sustainability initiatives within and beyond your organization.

After completing the program, you'll have an understanding of how to navigate the trade-offs between implementing your sustainability strategies and optimizing business economy.



\$2,800



6 weeks,
excluding 1 week orientation.



6–8 hours of self-paced learning
per week, entirely online.



THIS PROGRAM IS FOR YOU IF YOU WANT TO:



NAVIGATE CHALLENGES

Gain the skills and knowledge to address complex sustainability issues through the holistic lens of the PROMISE framework.



DEVELOP A STRATEGY

Craft an action plan for implementing sustainability initiatives in your organization and learn to engage others in the development of sustainable business practices.



ACHIEVE A BALANCE

Develop the ability to successfully navigate the tensions between implementing sustainability strategies and optimizing your business performance.



INDUSTRY INSIGHTS

Understand the role technology plays in driving innovative sustainability solutions, with guidance from renowned MIT faculty and guest experts.

WHO SHOULD TAKE THIS COURSE?

This course is designed for business leaders and functional managers who would like to improve their sustainability leadership skills. The course equips decision makers with the strategies and insights to manage business processes responsibly and ethically, while still reaching their organization's financial goals. Investment professionals who are tasked with delivering socially responsible investments and public sector officials who need a business-centered, cross-sector perspective on sustainability will also benefit from the course. Those interested in driving the value of sustainability in the marketplace, particularly professionals with existing environmental skills, will learn how to better link their practice to the world of business.

Participants will gain access to a global network of like-minded leaders and, with a flexible, entirely online approach to learning, will be able to work around their schedules as they acquire the management skills needed to drive sustainability initiatives.



WHAT YOU'LL LEARN

ORIENTATION MODULE

WELCOME TO YOUR ONLINE CAMPUS

You'll be welcomed to the program and begin connecting with fellow participants, while exploring the navigation and tools of your Online Campus. Be alerted to key milestones in the learning path, and review how your results will be calculated and distributed.

You'll be required to complete your participant profile, confirm your certificate delivery address, and submit a digital copy of your passport/identity document.

Please note that module titles and their contents are subject to change during course development.

MODULE 1

WORLD CHALLENGES: ENVIRONMENT, INEQUALITY, POVERTY, AND SOCIAL WELL-BEING

Explore the choices that businesses and society are making in the context of social and environmental sustainability issues.

MODULE 2

THE STANDARD PLAYBOOK: MANAGING FOR SUSTAINABILITY

Review the stakeholders and strategies involved in traditional approaches to sustainability management.

WHAT IS MIT SLOAN?

Learn more about
**THE MIT SLOAN
SCHOOL OF
MANAGEMENT**



MODULE 3

THE PROMISE FRAMEWORK: TENSIONS, TRADE-OFFS, AND IMPACT

Learn to utilize the PROMISE framework to navigate complex and multifaceted sustainability issues.

MODULE 4

NEXT-GENERATION STRATEGIES FOR SUSTAINABILITY: TECHNOLOGY AND INNOVATION

Discover how new technologies, new strategies, and changes in human behavior in conjunction can drive innovative sustainability solutions.

MODULE 5

MARKET FAILURES AND INSTITUTIONS: CHANGING THE RULES OF THE GAME

Learn the causes and costs of key types of market failures and how these may be remediated.

MODULE 6

MANAGEMENT FOR THE 21ST CENTURY: AGENTS OF CHANGE

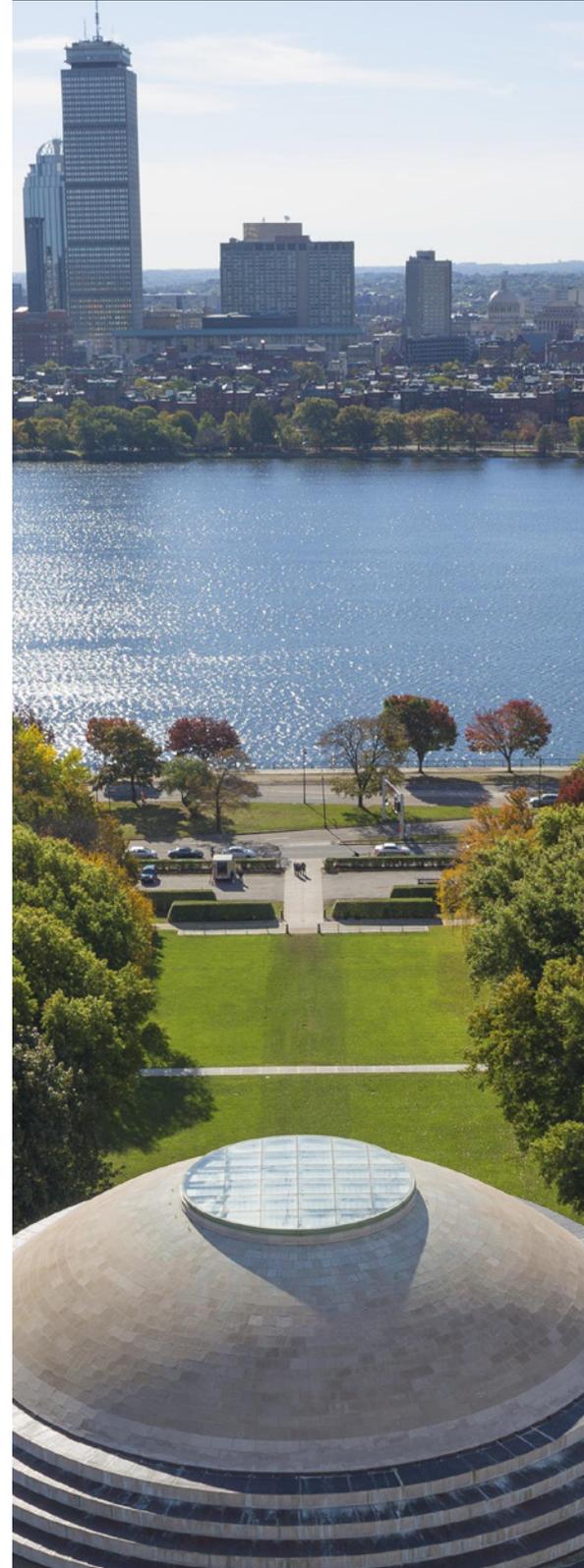
Work through the stages of developing a strategy to enact positive and sustainable change.

ABOUT MIT SLOAN

The MIT Sloan School of Management is one of the [world's leading business schools](#), emphasizing innovation in practice and research, with a mission to develop principled, innovative leaders who improve the world, and to generate ideas that advance management practice. The school's focus on action learning means that students are able to apply concepts learned in the classroom to real-world business settings. Through its collaborative spirit, MIT Sloan welcomes and celebrates diverse viewpoints, creating an environment where new ideas grow and thrive.

WHY MIT SLOAN EXECUTIVE EDUCATION?

Learn more about
**THE MIT SLOAN
ADVANTAGE**



WHO YOU'LL LEARN FROM

These subject matter experts from MIT Sloan guide the course design and appear in a number of program videos, along with a variety of industry professionals.

YOUR FACULTY DIRECTORS



ROBERTO RIGOBON

Society of Sloan Fellows Professor of Management and Professor of Applied Economics, MIT

Rigobon is a Venezuelan economist whose areas of research are international, monetary, and development economics. Rigobon focuses on the causes of balance-of-payments crises, financial crises, and the propagation of them across countries — the phenomenon that has been identified in the literature as contagion. Currently, he studies properties of international pricing practices, trying to produce alternative measures of inflation. He is one of the two founding members of the Billion Prices Project, and a co-founder of PriceStats.

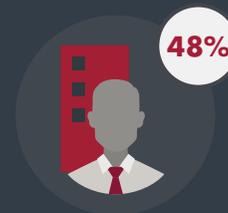
In addition to his work at MIT, Rigobon is also a research associate of the National Bureau of Economic Research, a member of the Census Bureau's Scientific Advisory Committee, and a visiting professor at IESA.



JASON JAY

Senior Lecturer and Director, Sustainability Initiative, MIT Sloan School of Management

Jay teaches courses on leadership, strategy, and innovation for sustainable business. His research focuses on how people navigate the tensions inherent in the quest for sustainability, as they simultaneously pursue their own interests and the flourishing of human and other life. Jay's work includes in-depth case studies of cross-sectoral collaboration and hybrid organizations that combine social and business goals, which have been published in the *Academy of Management Journal* and the *California Management Review*. He also contributes to the *MIT Sloan Management Review*, *Stanford Social Innovation Review*, and *GreenBiz*. As a facilitator and consultant, Jay has helped advance the sustainability strategies of global companies like Biogen and Bose. He has also consulted on leadership development and organizational change for major corporations and NGOs, including BP and the World Bank. Jay holds an AB in psychology, a master's in education from Harvard University, and a PhD in organization studies from MIT Sloan.



In 2019, **48 percent** of CEOs implemented sustainability measures into their operations.*

**Accenture (Sep, 2019).*

YOUR SUCCESS TEAM

GetSmarter, with whom MIT Sloan is collaborating to deliver this online program, provides a personalized approach to online education that ensures you're supported throughout your learning journey.



HEAD LEARNING FACILITATOR

A subject expert from GetSmarter, approved by the University, will guide you through learning-related challenges.



SUCCESS ADVISER

Your one-on-one support at GetSmarter, available during university hours (9a.m.–5p.m. EST) to address technical or administrative questions.



GLOBAL SUCCESS TEAM

This team from GetSmarter is available 24/7 to solve your tech-related queries and concerns.

A POWERFUL COLLABORATION

The MIT Sloan School of Management is collaborating with online education provider, GetSmarter, to create a new class of learning experience — one that is high-touch, intimate, and personalized for the working professional.

WHAT IS MIT SLOAN EXECUTIVE EDUCATION?

MIT Sloan Executive Education offers nondegree executive programs led by MIT Sloan faculty to provide business professionals from around the world with a targeted and flexible means to advance their career development goals and position their organizations for future growth. By collaborating with GetSmarter, a leader in online education, MIT Sloan Executive Education is able to deliver its executive programs through a dynamic, interactive, digital learning platform.

ABOUT GETSMARTER

GetSmarter, a 2U, Inc. brand, collaborates with the world's leading universities to select, design, and deliver premium online short courses with a data-driven focus on learning gain.

Technology meets academic rigor in GetSmarter's people-mediated model, which enables lifelong learners across the globe to obtain industry-relevant skills that are recognized by the world's most reputable academic institutions.



ABOUT THE CERTIFICATE

This program offers you the opportunity to earn a certificate of completion from one of the world's leading business schools — the MIT Sloan School of Management. This program also counts toward an MIT Sloan Executive Certificate, which you can earn upon completion of four programs where at least three of the four come from your chosen certificate track and at least one is completed in person. Find full details [here](#).

Completion is based on a series of practical online assignments. In order to be issued with a certificate you'll need to meet the requirements outlined in the course handbook. The handbook will be made available to you as soon as you begin the program.

Your certificate will be issued in your legal name and sent to you upon successful completion of the program, as per the stipulated requirements.

“At MIT Sloan Executive Education, we are focused on bridging the energy, engagement, and idea flow of physical in-person teaching and learning into online experiences. We aim to positively modify individual and collective behaviors that participants will take back to their teams and propagate throughout their organizations.”

**- PAUL MCDONAGH-SMITH,
DIGITAL CAPABILITY LEADER,
MIT SLOAN EXECUTIVE EDUCATION**

HOW YOU'LL LEARN

Every course is broken down into manageable, weekly modules, designed to accelerate your learning process through diverse learning activities:

- Work through your downloadable and online instructional material
- Interact with your peers and learning facilitators through weekly class-wide forums and reviewed small group discussions
- Enjoy a wide range of interactive content, including video lectures, infographics, live polls, and more
- Investigate rich, real-world case studies
- Apply what you learn each week to quizzes and assignments, culminating in a strategy for achieving positive and sustainable change in your organization

TECHNICAL REQUIREMENTS

BASIC REQUIREMENTS

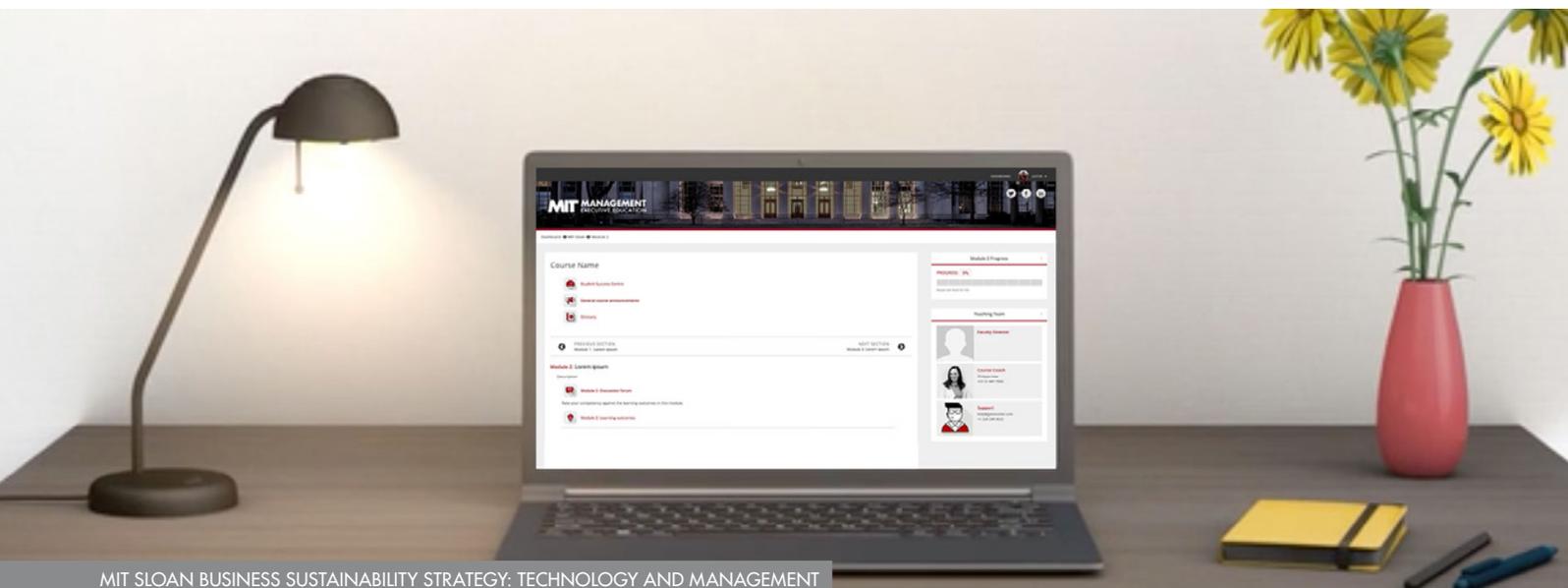
In order to complete this program you'll need a current email account and access to a computer and the internet, as well as a [PDF Reader](#). You may need to view Microsoft PowerPoint presentations, and read and create documents in Microsoft Word or Excel.

BROWSER REQUIREMENTS

We recommend that you use Google Chrome as your internet browser when accessing the Online Campus. Although this is not a requirement, we have found that this browser performs best for ease of access to program material. This browser can be downloaded [here](#).

ADDITIONAL REQUIREMENTS

Certain courses may require additional software and resources. These additional software and resource requirements will be communicated to you upon registration and/or at the beginning of the program. Please note that Google, Vimeo, and YouTube may be used in our course delivery, and if these services are blocked in your jurisdiction, you may have difficulty in accessing program content. Please check with an Enrollment Adviser before registering for this program if you have any concerns about this affecting your experience with the Online Campus.





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FIND OUT MORE

CONTACT US

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