

Certification in Corporate Responsibility & Sustainability Strategies

Program Developer: Dr. Nitish Singh

Instructor: Brendan Keating, VP IntegTree

Certification Description

Global Environmental, Social and Governance expectations are evolving fast, compelling firms to develop new capabilities to address the needs for environmental sustainability and social accountability. Given the immense growth of global and regional trade, firms large and small are ideally situated to lead the way for a low-carbon world economy.

This Certification program provides a broad overview of key corporate responsibility challenges and strategies that will enable organizations to succeed in the 21st Century Green Economy.

Duration: Asynchronous deliver over 30 hours (approx.)

Course materials: All-inclusive with registration fees

Certification Objectives

The broad objective of the Certification program is to equip you with cutting edge sustainability skills that firms need to thrive in a Global Green Economy. The Certification program will explore how firms can leverage sustainability strategies to not only enhance their environmental performance but also their economic performance.

Specific Learning Outcomes Include:

1. **Make a business case for incorporating sustainability in strategic decision making**
2. **Assess climate-change induced risks & opportunities for firms**
3. **Conduct Sustainability Risk Assessments**
4. **Perform Sustainability Audit Assessments**
5. **Describe the process of Sustainability Investment decision-making**
6. **Evaluate various Sustainability Reporting frameworks**
7. **Prepare basic Global Sustainability/Corporate Responsibility Reports**
8. **Develop sustainability strategies for enhancing environmental and economic performance**
9. **Describe approaches for valuation of ecosystem services**
10. **Develop strategies for leveraging Biodiversity for competitive advantage**

Target Market

Sustainability managers.
Sustainability analysts.
Governmental and International bodies.
MBA and Master programs with CSR focus.
CSR & EHS professionals.
Compliance professionals.
Governance professionals.

Broad Topics Covered

1. **Corporate Responsibility Overview**
 - a. (What is sustainability, sustainable development, corporate social responsibility, governance, ethics, and business strategies related to CSR)
2. **Making a Business Case for Investing in Corporate Responsibility/Sustainability**
 - a. (Link between sustainability and firm performance, importance of compliance, sustainable investing, and bottom of the pyramid strategies)
3. **Corporate Responsibility & Global Climate Change Issues**
 - a. (Global concerns, global public policy Initiatives, global bio-geochemical cycles)

- 4. Corporate Responsibility Strategies for Mitigating Climate Change**
 - a. (Climate change mitigation strategies for various industrial sectors, global carbon markets, global cap and trade schemes)
- 5. Corporate Responsibility for Biodiversity & Water Management**
 - a. (Strategies for conserving and leveraging biodiversity for competitive advantage)
- 6. Corporate Responsibility for Valuation of Ecosystem Services**
 - a. (How firms can internalize global environmental externalities, global practices in payment for ecosystem services, economic approaches to valuation of ecosystem services)
- 7. Sustainability Risk Assessment Strategy**
 - a. (Understanding enterprise risk management process, sustainability risk, and enterprise sustainability risk assessment)
- 8. Sustainability Investment Decision Making Strategies**
 - a. (Challenges of sustainability investments, types of sustainability capital investments, sustainability investment process and methods)
- 9. Green Firm-Specific Advantages for Driving Sustainable Competitive Advantage**
 - a. (Managing global environmental uncertainty, cradle to cradle strategies, closed loop production systems, recycling and upcycling)
- 10. Assessing Organizational Sustainability/Audit**
 - a. (Benefits of sustainability assessments, key steps for conducting sustainability assessments, benchmark areas for sustainability assessments)
- 11. Environmental Compliance Strategies**
 - a. (Role of EPA, environmental regulations such as Clear Air Act and Clean Water Act, strategies for enhancing compliance)
- 12. Global Sustainability Reporting Frameworks**
 - a. (Global reporting initiative reporting framework, OECD guidelines, UN Global Compact, Carbon Disclosure Project)

Program Overview

The Certification Program is a self-paced online program that you can do at your convenience. You have up to 3 months to finish the program and demonstrate proficiency in the subject matter. Being a self-paced program, you can also finish it earlier than 3 months. The program is divided into 12 e-learning modules. Total time we anticipate to finish the program, including the assessment, is approximately 30 hours.

Each of the 12 Topics has the following 3 components:

- E-modules with video and audio presentation
- A Self-Quiz
- Supplemental reading material

Please ensure you watch each E-module and delve into the supplemental readings.

7 - Steps toward Program Completion

To successfully pace and finish the program, we recommend the following steps:

1. Start with E-module- 1 and then sequentially progress to other E-modules. This will ensure you know all the concepts prior to advancing to more advanced modules.
2. For each module, first watch the E-module and then conclude the session by taking the online self-quiz. If you successfully complete the module and quiz, you may move on. You may attempt each quiz an unlimited number of times – the goal is to gain mastery over the topics, so if you do poorly, review the material and try again.
3. Next, read the supplemental reading material.
4. As you progress through the program, post: your Experiences, Examples, Trends and Latest Issues related to what you have learned in the course. You are required to post at least 8 posts during the course of the program. You can make these posts in the Discussion Board area of the course platform.
5. By the time you finish Module-9 start thinking of some ideas for a commentary or case study related to one of the Green-firm specific Advantages. Paper details are shared in a later section.
6. Once you finish Module-12 you can submit to me the final commentary or case study for grading. Please submit this paper within the course and email me to begin the grading process.
7. Once you have fulfilled all these steps and successfully completed the commentary/case study, you will receive your Certification.

Assessment

The assessment for this program is comprised of three components:

1. **30%:** Completing all E-modules and self quizzes.
2. **20%:** Participation in online discussion board.
3. **50%:** Written Assignment in the form of a case study or commentary.

Total assessment is worth 100 points, and you need at least 75 points to pass the program. You will be assessed as Pass or Fail.

Online Discussion Board

This is a platform that gives you an opportunity to show your enthusiasm about the field of corporate responsibility and sustainability. The instructor will welcome online postings that expand on each session topics. I also look forward to postings related to interesting articles, web sites, and news clippings that contribute to session topics. As a rule of thumb I would encourage you to post at least 8 postings online, during the course of the program. You will then be graded on the number (≥ 8 posts) and relevancy of the posts to the field of corporate responsibility and sustainability.

Case Study or Commentary

This will involve writing a 1,000-1,500 word case study or commentary on one of the Green-firm specific Advantages.

Commentary: can be in form of best practices/insights/viewpoints based on your professional experience and/or research.

Case study: can be related to a particular company's sustainability strategy related to the chosen Green-firm specific Advantage.

My past students have presented such reports at top international and national conferences and published them. While this is voluntary, I would encourage you to leverage your report for conference presentations in the future. I would be happy to help you find venues and publication opportunities.

A typical case study or commentary should follow the points below:

- **An Introduction:** which shows the importance of the subject area you want to investigate. The introduction should logically lead to your case/commentary objectives. (150-200 words)
- **Review:** which is the short review that includes a survey of previous ideas/research/trends in your area of investigation. (250-300 words)
- **Development Section:** which involves synthesizing the knowledge you have gathered so as to add value to it. This can be done by developing new case insights/ new positioning of existing knowledge/doing a critique of existing knowledge/identifying new trends/identifying new best practices, etc. (500-800 words)
- **Implications:** which will involve you describing what insights you have gained from your case study or commentary, and how will it be helpful to managers. (100-200 words)

Short Instructor Bios

Program Developer - [Dr. Nitish Singh](#) Ph.D.

Dr. Singh is the Founder and Consultant at [IntegTree LLC](#), an ethics, compliance and sustainability consulting company and is also an Associate Professor of International Business at the Boeing Institute of International Business at Saint Louis University. Dr. Singh holds a Scholar member position at the Center for Sustainability Saint Louis University and teaches courses in Business Sustainability, Global CSR and Sustainability Reporting. Previously he was a Professor at California State University Chico. He holds a Ph.D. in Marketing and International Business from Saint Louis University; a MA University of South Wales, UK; and an MBA from Pune University India.

His educational efforts have been supported by the US Department of Education, Qatar Foundation, CSU, Google, HP, IBM, Microsoft, LMI, among other companies. In his most recent grant project he analyzed the sustainability reporting practices of US Federal Government agencies. He serves as grant reviewer and has done grant application reviews and audits for the US Dept. of Education Business International Education grants.

Dr. Singh is the recipient of a variety of research excellence awards, faculty excellence awards, teaching awards, service excellence awards, and was named one of the top 10 reviewers for International Marketing Review. He has also been active in training and consulting in the fields of sustainability, corporate ethics and compliance, and localization of digital media. Some of the organizations he has provided training or consulting for include Hewlett-Packard, IBM, Yahoo, Globalization Partners, Canon, Lionbridge, Conversis Global and FedEx. His research has appeared in 60 academic journals such as the Journal of International Business Studies (JIBS), Journal of Business Research (JBR), Journal of International Marketing, Psychology & Marketing, International Marketing Review, Journal of Electronic Commerce Research, European Journal of Marketing, Thunderbird International Business Review, Journal of Advertising Research, Multinational Business Review, and Journal of Consumer Behavior. He has also presented his research and spoken at more than 80 academic and business conferences.

Instructor – Brendan M. Keating

Brendan is Vice President at [IntegTree LLC](#), an ethics, compliance and sustainability consulting company. He has partnered with Dr. Singh in building the Certificate and Certification in Global Digital Marketing and Localization, and serves as co-instructor for that program. He is also Adjunct Faculty at Wilmington University, where he served as Course Developer for two courses in their Compliance Certificate Program. He has co-authored articles published in the American Subcontractors Association: *The Contractor's Compass* journal, as well as in the Society of Corporate Compliance and Ethics: *Compliance and Ethics Professional* journal.

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