

Sustainable Management

Category and Courses Marketing Kit

Good business can be a do-no-harm business.



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I. Course Summary Descriptions

Sustainable Management

MindEdge's sustainable management courses deliver the tools and knowledge to make meaningful changes in your management approach toward sustainable business practices. The courses provide in-depth on learning on corporate social responsibility, triple bottom line accounting, leadership, ethics, and measuring your sustainable management performance.

Certificate in Sustainable Management

Sustainability refers to the use of ecosystems and their resources in a manner that satisfies current needs without compromising the needs or options of future generations. A sustainable business is one that generates profits for its owners, protects the environment, and improves the lives of the people with whom it interacts.

Learner Satisfaction: 97%
Estimated length: 15 hours
Access Time: 365 days
Credits: 1.5 CEUs

An Overview of Sustainable Management

Sustainable management is managing a firm so that it generates profits for its owners, protects the environment, and improves the lives of the people with whom it interacts. The business case for sustainable management is that it can help a company's long-run profitability and success. This course provides an overview of sustainable management, and discusses the role of government and regulation in sustainable management practices.

Learner Satisfaction: 97%
Estimated length: 3 hours
Access Time: 90 days
Credits: 0.3 CEUs

Corporate Social Responsibility

Corporate social responsibility (CSR) is the concept of organizations taking responsibility for their impact on society and the environment. Businesses which embrace CSR promote the public interest through what they do (for example, encouraging community growth and development) and what they refrain from doing (for example, eliminating or avoiding practices that harm stakeholders, regardless of whether such practices are legal). CSR is the inclusion of the public interest into corporate decision-making.

Learner Satisfaction: 96%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

Measuring Sustainable Management Performance

One well-known business saying is that you can't manage what you can't measure. With the growing importance of sustainable management, business leaders must find the appropriate tools and techniques for measuring their organization's sustainability performance. This course reviews the measurement of sustainable management practices and performance.

Learner Satisfaction: 99%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

Sustainable Management: Leadership Ethics

Leaders are increasingly being held responsible and accountable for the manner in which they lead—and if they are adhering to ethical behavior when they make decisions. Organizations have learned that the costs of unethical actions can be high, both legally, and from the perspective of brand image and reputation. At the same time, research is showing that good business ethics translates to good business results. Leading in an ethical manner can provide a clear advantage in building a thriving enterprise.

Learner Satisfaction: 98%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

Taking the Helm at Coastal Industries Simulation

Throughout this simulation, you will play the role of the new chief executive officer of Coastal Industries, a fictional manufacturer of industrial transformers. During the simulation, you will be asked to make a series of decisions as Coastal Industries adopts sustainable management practices. These decisions will involve the company's operations, its standing in the community, and its relations with local government and state and federal regulators. Each of your decisions will affect Coastal Industries in different ways.

Learner Satisfaction: 100%

Estimated length: 10 hours

Access Time: 90 days

Credits: 1 CEUs

Triple Bottom Line Accounting

In order to pursue the goal of sustainability, corporate and government leaders must manage companies and economies in terms of balancing and optimizing the triple bottom line of social, environmental, and economic impacts. The Triple Bottom Line concept, also known as the "3Ps" ("People, Planet, and Profit"), is both a metaphor for thinking about sustainability as well as the basis for a practical framework for accounting and reporting on organizations' activities and impacts. The TBL concept borrows the well-known and widely accepted idea of financial accounting and its "bottom line" and expands it.

Learner Satisfaction: 98%

Estimated length: 3 hours

Access Time: 90 days

Credits: 0.3 CEUs

II. Testimonials

The following testimonials are provided by learners that have completed courses in the Sustainable Management suite.

An Overview of Sustainable Management

"An Overview of Sustainable Management is a very important course for any business owner, as it would teach a firm owner on how to generate profit for its business, be socially responsible, and be of benefit to all stakeholders. This course is highly recommended."

Corporate Social Responsibility

"Great course. The only reason I would not recommend is to keep my competitive edge over my hiring competition."

Sustainable Management: Leadership Ethics

"I thoroughly enjoyed the course. It was very informative and relevant to today's workplace."

Triple Bottom Line Accounting

"Thank you for designing and offering this course. The essay questions in Sections 4 and 5 were particularly thought provoking."