

DOING BUSINESS SUSTAINABLY



Location

100% online on ESMT's learning Hub; live sessions delivered with Engageli.



Tuition fee*

€1,500



Language

English



Duration and workload

10 weeks, ~5 hours per week
Participants are expected to complete all assignments and join live online sessions.



Certificate

You will receive a digital certificate upon passing the course.



Stackable credential

Earn 2 ECTS for successfully completing this course. Credits earned can count towards an MBA.



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Teaching methods

Group work

Assignments

Self-paced online learning

Weekly professor or tutor sessions

Sustainability is more important than ever.

But implementing sustainable business practices presents a range of challenges across functions; from marketing to finance, HR to operation management.

This program aims to equip you with the tools to assess the impact of sustainable practices, identify vital opportunities and overcome obstacles to implementation.

Is this program for you?

This course is ideal for ESMT alumni who want to drive sustainable business practices at their organization, but require a deeper understanding of the challenges involved in identifying opportunities and practically implementing them.

You will join students from the highly international Global Online MBA program for this course. Students have, on average, 11 years of work experience.

Participation requires your active contribution to group work and delivery of assignments on time.

You will learn how to:

- Apply sustainable business practices across functions
- Overcome implementation challenges
- Effectively communicate, and advocate for sustainable practices with stakeholders, function heads and consumers
- Identify opportunities where sustainability and competitiveness overlap

Doing business sustainably

Week 1: Introduction to sustainability

- Why is sustainability important?
- Understand the longterm value for businesses that embrace sustainability

Week 2: Sustainability and the market economy

- How does sustainability relate to the market economy
- Analyze the relationship between market forces and sustainability considerations

Week 3: Business strategy and sustainability

- Formulate strategies for effective implementation of sustainability initiatives
- Assess the competitive advantages of sustainable business practices

Week 4: HR and sustainability

- How to integrate sustainability to talent acquisition, employee development and retention strategies

Week 5: Sustainable finance

- Sustainable financing strategies
- Explore the relationship between regulatory developments and sustainable finance

Week 6: Sustainable operations management

- Learn how businesses can optimize their operations for both efficiency and sustainability

Week 7: Marketing and sustainability

- How to integrate sustainability into marketing strategies and communicate them effectively to consumers

Week 8: Innovation and sustainability

- The role of innovation in advancing sustainability

Week 9 & 10: Sustainability in action

- Bring together what you have learned while working on a group assignment



Faculty

Raji Jayaraman is an associate professor of economics and academic director of the FUTURE Institute for Sustainable Transformation at ESMT Berlin.

A development and labor economist, her research is largely focused on how economic policy and organizational design can improve economic outcomes and foster social inclusion, especially among the poor and disadvantaged. Her work has been published in leading economics journals including the American Economic Review and the Journal of Political Economy.

Raji holds a PhD in Economics from Cornell University, a M.A. in International & Development Economics from Yale University, and a B.A. (Jnt. Honours) in Economics & Finance from McGill University. In addition to her position at ESMT, she holds a faculty appointment at the University of Toronto, and prior to joining ESMT in 2007, she worked at the University of Munich. At ESMT, where she is featured regularly on the Honor Roll for Teaching Excellence, she teaches Data Analytics and Sustainability related courses.

Contact

ESMT Berlin

admissions@esmt.org