



QUEEN'S
UNIVERSITY
BELFAST

WILLIAM J. CLINTON
LEADERSHIP
INSTITUTE

BUSINESS SUSTAINABILITY ESSENTIALS



SHAPING
A BETTER
WORLD
SINCE 1845

BUSINESS SUSTAINABILITY ESSENTIALS



PROGRAMME DATES

Autumn and Spring



PROGRAMME FORMAT

Online. 4 half days.



LOCATION

Online



LANGUAGE

English



PRICE

£750

Payment options are available



WHO SHOULD ATTEND

This course is suited to personnel at all levels who are keen on understanding the fundamentals of sustainability and integrating sustainable practices into their organisation and corporate strategies.

OVERVIEW



Business Sustainability Essentials focuses on the core aspects of sustainability, including environmental, social, and economic dimensions, equipping managers with the knowledge, expertise, skills and tools necessary to foster a sustainable business model.

Business sustainability practices encompass a wide range of strategies and activities aimed at minimising negative impacts on the environment while promoting economic and social well-being. These practices include reducing waste and emissions, conserving resources, ensuring ethical supply chain management, and fostering inclusivity in the workplace. To effectively adopt, practice, and manage sustainability within business operations, organisations must strategically allocate, manage, and reorchestrate resources. Additionally, companies need to reinvent their institutional frameworks (i.e., re-institutionalise), embedding sustainability into the fabric of their business practices. This transformation involves not only revising existing procedures and standards but also fostering a culture of innovation and creativity

that prioritises long-term environmental, social, and economic health of business outcomes over immediate gains. Companies adopt these measures not only to comply with regulatory standards but also to enhance their brand reputation, secure long-term profitability, and respond to the increasing consumer demand for responsible business conduct. By integrating sustainability into their core operations, businesses can achieve a competitive advantage, drive innovation, and contribute positively to the global challenge of sustainable development.

Through a combination of theoretical frameworks, case-studies and practical applications, participants will learn to develop and implement effective sustainability strategies, ensure operational integration, and enhance corporate reporting and communication. The programme prepares managers to lead in a resource-constrained world. Business Sustainability Essentials promotes innovation and responsiveness to emerging sustainability trends, making it invaluable for forward-thinking business leaders.



How You Will Benefit

Business Sustainability Essentials unpacks the critical aspects of business sustainability and equips you with the practical skills and insights to implement these concepts effectively;

1. Define sustainability in the context of business, covering its economic, environmental, and social pillars, and analyse the regional sustainability challenges and evaluate their impact on businesses.
2. Comprehend and develop strategies that incorporate sustainability in a way that aligns with the company's mission and objectives. In this context, enhance skills necessary for promoting and implementing sustainability initiatives effectively within the organisation and among stakeholders.
3. Apply techniques for integrating sustainability practices across various business functions, including supply chain management, production, and marketing. In this context, examine case studies from leading companies to understand the application of successful sustainability practices (such as circular economy and regenerative economy).
4. Identify best practices for building an inclusive green environment and encourage employee green behaviors. Participants will learn to craft effective communication strategies to convey the company's sustainability efforts to various stakeholders.
5. Explore role of digital technology within sustainability landscape to prepare for future sustainability trends and anticipate potential regulatory changes to stay ahead in sustainability efforts.

WHO IS THIS PROGRAMME FOR

Sustainable development goals aim to transform our world. Business owners and managers tasked with shaping the strategic direction, operational performance and success of their organisation must consider sustainability initiatives in the wider business ecosystem. Business Sustainability Essentials outlines how prioritising sustainability can help the businesses transform through operating more efficiently, minimising waste, reducing costs and improving the impact on the environment.

PROGRAMME STRUCTURE AND CONTENT

WEEK 1

MODULE 1

Sustainability Fundamentals

- What is sustainability?
- Drivers and Challenges?
- Critical success factors?
- Case-study

WEEK 2

MODULE 2

Sustainability Practices – Resource Orchestration and Re-institutionalisation

- Circular Economy
- Business model innovation
- Sustainable-oriented innovation
- Climate engagement

WEEK 3

MODULE 3

Greening the Workforce

- Green literacy
- Employee green behaviors
- Building an inclusive green culture

WEEK 4

MODULE 4

Digital Sustainability – Role of emerging technologies

- Industry 5.0 conceptualisation
- AI and Business analytics to drive sustainable practices.
- Case-study

ONLINE

PROGRAMME FACULTY



PROFESSOR SHUANG REN

Professor Ren is a Professor and researcher at Queen's Business School, where she is the Director of Diversity, Equity, Inclusion and Belonging. She gained her PhD at the University of Melbourne.

Shuang's research is at the intersection of sustainability, human resource management and leadership. She takes a multi-level multi-stakeholder approach in investigating how to transform organisations towards sustainability.

She undertakes qualitative, quantitative and mixed-method research. She has taught her research fields to both undergraduates and postgraduates and as part of executive education programmes. Shuang is a keynote speaker and authority on sustainability, green workforces, digital transformation and their impact on people management.

Professor Ren is the Editor in Chief, British Journal of Management; Associate Editor, Journal of Occupational and Organizational Psychology; Editorial Board Member, European Management Journal; Editorial Board Member, Asia Pacific Journal of Management; Editorial Board Member, Journal of Vocational Behaviour.

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The William J. Clinton Leadership Institute delivers executive education programmes with the aim of creating real impact for leaders, managers and their organisations. Our mission, as part of Queen's Business School is to educate and empower leaders for the benefit of business and society. Our executive programmes synergise the rich Queen's University academic heritage with cutting edge leadership thinking and techniques from experts at William J. Clinton Leadership Institute and Queens Business School. Real world industry insights and exciting new developments from our university research centres contribute to building leadership expertise, transforming individual and organisational performance and boosting competitive edge.



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