



UCIRVINE | EXTENSION

Sustainability Studies

ONLINE

Sustainable Business Management Certificate Program

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University of California Irvine ranks 6th in Sierra Club's
2010 & 2011 "Top Ten: America's Coolest Schools"

sustainability@uci.edu



Improve Your Career Options with a Professional Certificate

In today's competitive business environment, leaders are appointed based on credentials and experience. To stay ahead of the competition, advance your career and increase your earning potential, enroll in one of University of California, Irvine Extension's professional certificate programs. Convenient and affordable, UC Irvine Extension makes it easy to learn on your own time, in your own way. Courses are designed to ensure you gain mastery of a particular topic, and instructors are highly qualified leaders in their professions.

UC Irvine Extension is the only continuing education provider in Orange County that represents the University of California. A certificate bearing the UC seal signifies a well-known, uncompromising standard of academic excellence.



Sustainable Business Management Certificate Program

UC Irvine Extension's Sustainable Business Management Certificate Program integrates sustainable development and environmentalism with business management strategies. This interdisciplinary approach teaches students the best strategy for helping their businesses go "green" and still contribute to the bottom line through resource cost savings and the creation of consumer loyalty. Coursework provides students with the tools to link corporate social responsibility and competitive advantage.

Designed for working professionals, our program is practical, affordable, convenient, and can be completed in less than a year.

Who Should Attend

This program will benefit professionals already working in the sustainability field, such as managers, directors, architects, urban planners, landscape architects, designers, business owners and consultants; those seeking a career change; or all others responsible for going "green."

Certificate Requirements

Complete a total of 15 units: 4 required courses (3 units each) plus a total of 3 elective units. Receive a certificate by successfully completing all courses with a grade of "C" or better. All course work must be completed within five years.

Program Benefits

- Articulate and integrate win-win scenarios embedded holistically into all relevant operations, benefiting the bottom line while delivering business solutions.
- Develop a strong business case to overcome organizational skepticism, while implementing clear action steps promoting short- and long-term strategy.
- Adopt a broad, systems-thinking approach to affect every value-creation lever responding to government legislation, consumer concerns and stakeholder pressure.
- Link competitive advantage and corporate social responsibility to assess strategic opportunities and risks while minimizing potential liability.



Curriculum

Program Fees

The following is an estimate of program costs. Your total cost may vary depending on the specific courses you choose. Actual fees may differ from the estimate below and are subject to change without prior notice.

| | |
|--|--------------------------|
| Course Fees (4 required & 1-2 electives) | \$3,375-\$3,570 |
| Candidacy Fee | \$125 |
| Textbooks | \$500 |
| Total Estimated Cost | \$4,000 - \$4,195 |

Advisory Committee

- **Dennis Aigner**, Ph.D., Professor, Economics/Public Policy, Paul Merage School of Business, UC Irvine
- **Jesse Baker**, Ph.D., Founder, ecoefficiency.org
- **John W. Grosskopf**, PE, BCEE, Vice President, Strategic Initiatives and Sustainability, TRC Solutions
- **Beth Krom**, City Council Member, City of Irvine
- **Richard A. Matthew**, Ph.D., Associate Professor, Planning, Policy & Design, and Political Science, UC Irvine, School of Social Ecology; Director, Center for Unconventional Security Affairs
- **Jennifer Schwab**, M.A., LEED AP, Sierra Club Green Home
- **Elsa C. Yasukawa**, Ph.D., M.A., Int Assoc AIA, LEED AP, Principal, YCC International; LEED Faculty, USGBC
- **Judy Yorke**, PE, CPP, Owner/ Principal Engineer, Yorke Engineering, LLC

Required Courses (4)

Introduction to Corporate Social Responsibility, Sustainability & Green Business

MGMT X430.12 (3 units)

The explosion of corporate social responsibility into mainstream business decision-making has been fueled by an unprecedented number of recent environmental, financial, legal, social and climate events. This broad overview course introduces, identifies, reviews and assesses the interrelated sustainability motivators, drivers, principles and practices that have become the new imperative for business and financial sense.

Legal Developments Concerning the Environment & Climate Change

SOCECOL X416.5 (3 units)

A new era of concern regarding the condition of the Earth's environment has generated a wave of legal, business, educational and social developments in reaction to these conditions. A general sense of urgency, and the realization that there is little time to waste, has given rise to a host of legislative and regulatory enactments. Review global and federal developments, with particular attention on developments in California. Since the signing into law of the "California Global Warming Solutions Act" (AB 32), many California public agencies and private businesses have sought advice on how to enhance community.

On-Site Training

Bring this program to your workplace. Through Corporate Training, we can deliver this program or customize one that fits your company's specific needs.

Visit extension.uci.edu/corporate or call (949) 824-1847 for information.



Framework for Strategic Leadership

SOCECOL X417.21 (3 units)

All sustainable change begins with a strategy and framework for strategic problem solving. Making an impact in sustainability leadership requires systems thinking and a life cycle approach that can overlay every major business decision, bringing vision and knowledge, integrating corporate profitability with responsible actions that produce social value, and ensuring that goals and objectives of a sustainability initiative reflect the core values of the organization.

Green Marketing Principles: Winning Strategies for a New Era

MGMT X461.63 (3 units)

Intended for both marketers and non-marketers, this course explores the broad marketing-related challenges that are increasingly affecting how business is conducted in an era of heightened awareness of environmental and social issues. Socio-economic, cultural and legislative pressures are creating an inevitable tide towards a future in which companies will be more socially responsible and provide cleaner and more efficient products and services that damage the planet less. Examine green marketing and consumer trends and analyze the implications for organizations, business and society at large.

Elective Courses (Choose 3 units)

Climate Protection and Environmental Sustainability

ENGRCEE X468 (3 units)

Climate protection and environmental sustainability requires a systems engineering approach to develop and implement a strategic plan for climate protection and sustainable practices. In this course you will explore the forces driving sustainability change, the application of sustainable practices, and be guided through an analysis that will help you develop a vision and plan for implementation. Topics covered include: understanding the forces driving change, developing a strategic vision, identifying options and analyzing sustainability solutions, and developing and communicating a sustainability, climate protection, or impact reduction plan. Learn a systems approach to developing a sustainable business or community – whether to affect the bottom line for energy usage, develop new markets, or “go green”.

The Social Component of Sustainability

SOCECOL X417.37 (1.5 units)

The social component is one of the most confusing aspects of sustainability planning. Review and analyze sustainability modeling from a social perspective and evaluate the dynamic interrelationship between social, economic and environmental components. Identify various social impacts as opportunities for adopting sustainable practices, including life-cycle analyses and community engagement strategies that will inspire your consumer base, adding value beyond direct Return-On-Investment (ROI). Develop strategies that avoid accusations of “green washing” that effectively incorporate the social component into a comprehensive sustainability plan.

Sustainability Reporting: Drivers, Protocols and Quantitative Methods

SOCECOL X417.26 (1.5 units)

This course introduces students to the typical drivers and stakeholders associated with sustainability programs; some of the available reporting protocols; factors to consider when selecting KPIs and metrics; and how to establish goals and describe performance on a quantitative or qualitative basis.

For more information:

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Director of Sustainability Studies

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**U.S. Green Building
Council Education
Provider**

UC Irvine Extension is a USGBC Education Provider committed to enhancing the ongoing professional development of the building industry and LEED Professionals through high-quality education programs. As a USGBC Education Provider, UC Irvine Extension has agreed to abide by the USGBC-established operational and educational criteria, and is subject to annual reviews and audits for quality assurance.



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It begins where you live.

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