



Health, Safety and Environment

## Sustainable Business Strategy

## Course Introduction

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This Sustainable Business Strategy training course aims to foster an understanding of sustainable business practices by examining evolving relationships between businesses, communities, and the global environment. This course delves into the significance of business sustainability from a managerial standpoint, delving into the emergence and rationale behind employee engagement while prompting reflection on the reciprocal relationship between sustainability challenges and business operations. Participants will explore the balancing act between management's duty to shareholders for financial returns and meeting broader stakeholder expectations, emphasizing the potential benefits to individuals, organizations, and economies alike. Furthermore, the course will prompt reflection on integrating sustainability policies with business strategies and operations, exploring their connection to competitiveness and brand integrity.

## Target Audience

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This course is designed for professionals across various sectors who seek to deepen their understanding of sustainable business strategies and enhance their ability to integrate environmental and social responsibilities into organizational practices effectively.

## Learning Objectives

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- Assess the significance and function of sustainable business strategy through a critical lens.
- Showcase innovative approaches to address sustainability hurdles from both managerial and organizational viewpoints.
- Explore the interconnections between sustainability and corporate endeavors.
- Discover inventive methods to integrate sustainability practices into diverse organizational contexts.

- Evaluate how sustainability influences corporate strategy, organizational culture, and operational frameworks

## Course Outline

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### • DAY 01

#### **The Sustainable Vision**

- The meaning of sustainability in business
- How perspectives on strategy influence sustainability
- The history and challenges of sustainability
- The pillars of corporate social responsibility
- People
- Profit
- Planet

### • Day 02

#### **Developing a Sustainable Strategy**

- Sustainability leadership: Challenges and responsibilities
- Identifying the corporate ambition
- Understand how sustainability issues are considered as part of strategic planning and product development.
- Identify the opportunities and challenges posed by sustainability issues
- Engagement with key stakeholders
- Sustainability as part of competitive positioning

### • Day 03

#### **Sustainable Operations**

- Operational functions for sustainability
- Sustainable entrepreneurship
- Sustainable procurement

- Sustainable supplier management
- Sustainability across the supply chain

#### • Day 04

### The Role of Innovation in Addressing Sustainability Challenges

- The role of technology in a sustainable business
- Sustainability and the future of energy
- Sustainable quality
- Sustainable design
- The sustainable marketing mix

#### • Day 05

### Sustainable finance

- The importance of sustainable finance
- Measuring sustainability
- Sustainable business risks
- Investments and corporate performance
- Green and socially responsible investment opportunities

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 23, 2025	June 27, 2025	5 days	4250.00 \$	UAE - Dubai
Sept. 15, 2025	Sept. 19, 2025	5 days	4250.00 \$	UAE - Dubai
Sept. 15, 2025	Sept. 19, 2025	5 days	4950.00 \$	Singapore - Singapore

