

SIB



Ioannis Ioannou

Lodon Business School

■ Prof. Ioannou is a leading strategy scholar whose research focuses on Sustainability and Corporate Social Responsibility (CSR). His award-winning academic work evolves around two main themes: a) understanding how the broader investment community perceives, evaluates and reacts to corporate engagement with, and integration of, environmental and social issues into strategy and b) understanding the multiple and multilevel factors that may affect the corporate decision to adopt environmentally and socially responsible strategies.

Sustainability in Business

Professor Ioannis Ioannou

The purpose of this course is to inspire ways to make businesses and everyday life more sustainable, and to sensitize managers to look for sustainability opportunities on a continuous basis going forward. The course will highlight why innovation is so important to sustainability solutions. In addition, it will cover cutting-edge ways to innovate and evaluate the impact of sustainability ideas, how to sell them to management and venture capital firms, and how to educate end users to facilitate adoption.

Learning Objectives

- Understanding the scope of what sustainability innovation is throughout the value chain and the United Nations' 17 Sustainability goals.
- Explore why sustainability innovation is so vital for consumers, businesses, and the planet.
- Mastering the key tools and frameworks for successfully initiating and implementing sustainability innovation ideas/products/services/programs in companies.

SUSTAINABILITY IN BUSINESS

June-August, 2024

Time Schedule

Sustainability in Business is a two-months (no study during July) Executive MBA Course with classes on June 20-21 from 08.30 to 17.00.

Course Material

The course material consists of case studies and articles.

Requirements

Students are required to attend all classes and to participate actively.

Preparations

Students are required to read all course material in advance and to answer case preparation questions.

Evaluation

Students will be graded on attendance and participation in class and in a four hour written exam.

ECTS Points

The Executive MBA Course in Sustainability in Business will earn you 4,5 ECTS points.

Tuition Fee

The tuition fee for the two-months Executive MBA Course in Sustainability in Business is DKK 25,000 exclusive of VAT.

Sign Up or Learn More

You are welcome to call us at +45 7020 8828 to learn more or to send us an email at info@avt.dk