Graduate Certificate Program (GCP) in Managing Sustainability

an intensive five-month program to prepare individuals and teams to integrate Sustainability — a well-rounded balance of societal, environmental and financial concerns — into their organizations’ strategy and operations.

GCP students studying wildlife in Costa Rica

“My participation in GCP gave me the tools and confidence that will allow me to utilize my operations and finance expertise in assisting companies to be both more environmentally friendly and fiscally responsible. The faculty was amazing and the field trip, life changing. I recommend our certificate program to anyone who wants to be in action.”

- Joan Simpson, former Verizon executive

Academic Excellence: Faculty members come to this program with diverse industry leadership experience and strong academic credentials. They will share practical recommendations, domestic U.S. and global insights, relevant sustainability research findings, case studies, articles, etc.

INCAE University
Costa Rica

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Costa Rica

Fairleigh Dickinson University
Madison, NJ

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Costa Rica

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Fairleigh Dickinson University’s (FDU) award-winning Institute for Sustainable Enterprise (ISE), in partnership with INCAE (Instituto Centroamericano de Administración de Empresas, a top-ten rated international business school), is offering an intensive five-month program in sustainability. Both FDU’s Silberman College of Business and INCAE have earned full accreditation from AACSB International.

Participant Requirements: Managers with an undergraduate degree and business or non-profit experience who are committed and in a position to advance sustainability within their organization.

Developing Real Projects: Participants will be required to conduct sustainability projects that are strategic for their organizations. These projects serve as a forum for their action learning, leadership and team development. Throughout the program, participant support and collaboration will be provided by faculty as well as professional executive leadership coaches.

Learning Process: This program is distinguished by a strong focus on developing leadership skills for sustainability action. We will use a highly collaborative, interactive, learning-by-doing approach. Issues, questions, ambiguities, and paradoxes will be systematically raised via cases, exercises, and real-life examples. The program addresses state-of-the-art sustainability practice relevant to critical business areas.

Topics include:
- global issues of sustainability and competitiveness
- operations and supply chain issues
- sustainability branding and marketing
- sustainability metrics
- management across boundaries
- project negotiation and change management

Additional Emphasis includes:
- international business and financial markets
- environmental science, economy and policy
- eco-efficiency and renewable energy
- responses to emerging markets and social-commercial alliances
- plus the expanding role of non-profits, NGOs and communities in business

Tuition: $500 registration fee. If paid by 7/15/10, tuition is $11,800.00 (inc. fee); If paid after that date, tuition is $12,400 (inc. fee). Covers all program expenses including educational materials, meals, and team coaching. Also included are housing at INCAE, meals, ground transportation and program expenses in Costa Rica. Roundtrip airfare is handled by each participant personally. Those in transition may be eligible for an NJ DOL tuition assistance grant up to $4,000.

Objectives—Learning/Performance Outcomes:
Upon completing the program, participants will be able to:
- Understand deeply the principles and potential of sustainability
- Become a leader and catalyst for sustainability in their organization/community
- Make sustainability part of their organizational strategy
- Manage sustainability-enhancing projects
- Design and implement sustainability control structures and processes
- Guide organizational change and create a culture for sustainable development
- Deal with the unexpected in a complex, rapidly changing, ambiguous world
- Undertake “triple bottom line” analysis, strategy creation, planning, marketing and reporting

ISE GCP was a transformational experience. ISE faculty and executive coaches provided our cohort with the necessary context, business foundation, case work, tools, and exercises which helped me tremendously improve my impact through collaborative, sustainable leadership.*

- Kerry Mowry, former GE Executive

“The crowning achievement was a deeply enriching dialogue between dedicated faculty and a small cohort of talented participants. I highly recommend this program to anyone aspiring to both learn and experience sustainability management.”

-Paul O’Connor, Environmental Planning Consultant

Graduates Share Their Experiences

“I am a Senior Advisor, External Relations, ISE. At Fairleigh Dickinson University, Madison, NJ: Six weekends (Friday afternoons and Saturdays) between September and January; Sept. 10-11; Oct. 1-2; Oct. 22-23; Dec. 10-12, 2010; Jan. 7-8 and Jan. 21-22, 2011. At INCAE University, Costa Rica: Eight days (Nov 14—21, 2010) at the University, including field visits to ongoing real-world sustainability projects.

Continuing Support: After completion of the program, ISE will sponsor special programs for graduates and other leaders in its network to exchange knowledge and experiences.

Certification Credit: The participants will receive a Certificate of Completion conferring 12 graduate-level credits.

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Further details on GCP can be found at www.fdu.edu/ise