



PROGRAM DESCRIPTION

This **diploma** program focuses on preparing you to work in the evolving field of green business management in a variety of positions requiring the application of current industry policies, practices, and procedures and tools. This program will give you theoretical knowledge and hands-on skills in green marketing, green business productivity, sustainability, corporate responsibility and sustainability change management. The program culminates with a hands on project that allows for the skills learned in the program to be applied to real world situations.

LEARNING OBJECTIVES

On completion of the program, students will acquire the knowledge to apply sustainability policies, practices, procedures and tools in a business context.

ADMISSION REQUIREMENTS

- Grade 12 graduate or mature student status (British Columbia, 19 years or older)
- Meet minimum English language proficiency requirements.
- Completion of, at minimum, a 1 year diploma program in business.

PROGRAM DURATION

Total instructional hours	480
Total program length (weeks)	24

GRADUATION REQUIREMENTS

- Successful completion of all program courses.

CAREER OPPORTUNITIES

The demand for sustainable business practices has led to a growth in opportunities for employees with established business skills to additionally integrate green and sustainable practices with business productivity. Successful completion of this program will allow graduates to be able to plan, schedule and implement sustainability strategies; manage and monitor financial and sustainable performance and champion green thinking in the workplace.

PROGRAM BREAKDOWN

Course No.		Hours
SBM100	Principles of Sustainable Development	40
SBM110	Sustainable Operations	40
SBM120	Sustainability Management	40
SBM130	Corporate Responsibility	40
SBM140	Sustainability Modeling	40
SBM150	Sustainability Marketing	40

Course No.		Hours
SBM200	Sustainable Operations II	40
SBM210	Leadership In Sustainability	40
SBM220	Advanced Topics In Green Business Administration	40
SBM230	Market Strategy Planning	40
SBM240	Natural Resource Management	40
SBM250	Market Research	40

DELIVERY METHODS

- In-class instruction
- Distance education
- Combined delivery (both in-class and distance)

SBM 100 Principles of Sustainable Development

In the pursuit of sustainability there are many concepts that are fundamental to understanding this area of study. This course serves to introduce these concepts while illustrating the evolving connections between sustainable development, population, poverty, consumerism and climate change. Course materials will guide students toward the development of a fundamental understanding of these interconnections and the related challenges as well as building the lexicon to discuss them constructively through the investigation of the major themes that play into sustainability in the 21st Century.

SBM 110 Sustainable Operations

Through the use of case studies supplemented by research from academia and the private sector will help outline the directions of sustainability. This course will provide an overview of major developments in waste management, pollution control, water quality, oil and gas production, energy efficiency, forestry and fisheries.



While the course will present industries separately, connections will become apparent, aiding in the development of fluency in the 'big ideas' that run throughout the field of sustainability management.

SBM 120 Sustainability Management

Sustainability changes shape depending on its setting. This course builds a foundational understanding of more sustainable business operations through an investigation of current industry issues, best practices and greening practices. Course work will involve the assessment and mitigation of operational impacts toward the development of responsive and responsible organizations, examining these issues, where possible, through a lens of strategic systems thinking. Students will build a recognition of sustainable operations as a viable route toward financial responsibility as well toward the reduction of risks in the marketplace.

SBM 130 Corporate Responsibility

Sustainable operations cannot be attained without appropriate evaluation, integration, monitoring and reporting on key indicators. Established, industry approved reporting techniques will be imparted in this course as they correlate with frameworks including, but not limited to, the Global Reporting Initiative, ISO and the Global Compact. The focus will be on various reporting methodologies and their pursuit of Corporate Social Responsibility (CSR) and sustainability more broadly.

SBM 140 Sustainability Modeling

Relationships between productivity, development and resource allocation have far-reaching consequences including environmental and social impacts. These relationships are brought to the fore with modeling that examines these nexuses from a global perspective. Various platforms will be utilized to measure the impacts of resource exploitation, development and globalization alongside economic trends. Models will provide the bases for analyses of projected consequences for the global marketplace. The course will provide opportunity to investigate the optimal balance between productivity and the impacts of doing business.

SBM 150 Sustainability Marketing

This course provides a broad overview of sustainable marketing theory and practice at both macro and micro levels, and explores the key concepts in contrast with conventional marketing theory.

Social and ecological problems at the macro level, and socio-ecological impacts of products on a micro level are explored to illustrate the role of sustainable marketing in the journey toward sustainable development. The many aspects of traditional marketing that require reframing and rethinking are examined through case studies and research findings to illustrate concepts and provide students with examples to apply to their own organizations, products and services. The course will provide the theoretical groundwork for students to use for developing sustainable marketing strategies and plans.

SBM200 Sustainable Operations II

Through field work with industry partners, this project-based course will take a modular approach to students' creation of individual Green Action Plans. Sustainable alternatives will be identified and assessed for feasibility with regards to the barriers to deployment. Students will identify key actions, whether 'low-hanging fruit' or opportunities to deepen commitment to sustainability through mitigation of impacts. The Plan will be delivered in a polished, industry-grade presentation and will address key areas of waste management, water use, energy efficiency, renewable energy, and pollution control and consumption patterns.

SBM210 Cultural Change and Engagement

This course focuses on the importance of leadership in the work environment. Leaders act as catalysts for positive change and, as such, are the gateposts for 'healthy' organizations. Scientific advances and technological innovations lay the groundwork for many shifts but leaders must facilitate these changes. The focal point of this course is the development of the strong leadership skills required to communicate and facilitate change coupled with the knowledge to catalyze, mobilize support, build partnerships and find synergies for change, both within and across sectors.

SBM220 Advanced Topics In Green Business

This course will address the components required to integrate, evaluate, report and monitor sustainability in organizations through the lens of a shift toward a port-carbon society. Specific reporting frameworks will be examined in terms of strengths as well as issues of process, quantification, verification and metrics.



Environmental policy and programs will be presented as they relate to governance and sustainability broadly and, specifically, with regard to BC's green economy. The course will wrap up with an examination of emissions trading vs. taxation as vehicles to move us toward decarbonisation.

SBM230 Market Strategy Planning

This course takes students through the steps to create a marketing strategy and detailed marketing plan for a new product or service that advances sustainable development. Students will use the concepts learned in the first term course "Sustainability Marketing" to generate ideas and apply concepts to create their plans. The course will use research information gained in the Market Research – which is taken concurrently, to inform the plan development.

SBM240 Natural Resource Management

This course examines the intersection of resource management and managing for the environment. It will focus on the application of pervasive themes throughout the program, topics of renewable and green energy deployment, green technologies and the post-carbon economy, assessing these through the analysis of business cases and/or feasibility studies. Policy and reporting frameworks (such as emission trading schemes (ETS), global reporting initiative (GRI), ISO, LEED) will provide context for course material but so will geopolitical developments in energy security, climate negotiations and development more broadly.

SBM250 Market Research

This course explores and demonstrates how marketers use market research as a valuable tool to inform important business decisions. Students will use the concepts discussed in class to define a business problem that can be answered by market research, create a detailed market research plan, plan and conduct a focus group session, and prepare and conduct an in-person survey to inform the development of product design and a marketing plan.

NOTES

Methods of Evaluation

Course grading is indicated on each course outline. Generally assessment will consist of quizzes, exams, and assignments.

Required Course Material

Not all courses may have textbooks. Textbooks are listed on the course outline. Textbooks may not be available through the college.

Equipment

Computer and requisite software are provided at the college. No other equipment is required unless otherwise indicated on the course outline.

Program

Course currency and relevancy may change depending on the requirements of industry. The school may make changes at any time. Changes will be effective when made.

Other

For proof of *English Language Proficiency* please refer the [Student Handbook](#).