

# SUSTAINABLE BUSINESS MANAGEMENT (SMB)

## About the Program

This eight-month graduate certificate program focuses on the application and long-term economic, environmental and social value of sustainability in business. This program is designed to meet the growing need for professionals who can propose, measure and evaluate sustainability strategies and initiatives. You will learn how to develop and implement economically viable, socially inclusive and environmentally regenerative business strategies to help organizations thrive in the 21st century and how to create a purposeful sustainable business as an entrepreneur.

You will learn how to assess sustainability and identify areas for improvement, engage with stakeholders and integrate sustainability across an organization to improve performance and drive business results. You will also learn how to influence decision-makers regarding sustainability initiatives and be an inspiring agent of change.

## Credential Awarded

Ontario College Graduate Certificate

## Duration

2 Semesters (8 Months)

## Starts

September

## Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

## Skills

Throughout this program you will develop the following skills:

- measure and reduce carbon footprints
- recommend climate-resilient and lean business strategies
- integrate sustainability initiatives and strategies

## Work Experience

### Optional Work Term

This program offers the option to complete a work term, providing valuable hands-on experience in your field of study.

Students who select the work term stream will have the opportunity to participate in a work term(s) if eligibility requirements are maintained. Students will have the flexibility to transfer to the non-work term stream at any time. The work term(s) is similar in length to an academic semester and is typically a full-time position that may be paid or unpaid. The work

term job search is student-driven and participation in the work term stream does not guarantee that a work position will be secured. However, students will receive guidance and support through in-class career workshops and one-on-one coaching to help prepare for the work term.

Review eligibility requirements for work-integrated learning (<https://www.senecapolytechnic.ca/employers/seneca-works/work-integrated-learning/eligibility.html>)

## Your Career

Graduates of the program can explore the following career options:

- Sustainability Officer
- Energy Auditor
- Corporate Social Responsibility Officer
- Project Manager
- Community Engagement Manager
- Sustainability Program Manager
- Outreach Co-ordinator

## Program of Study

Course Code	Course Name	Weekly Hours
<b>Semester 1</b>		
SMB700	Environmental Assessment and Business Strategy	3
SMB701	Global Sustainability: Sustainable Development Goals	3
SMB703	Sustainable Management	3
SMB704	Social Impact	3
SMB705	Sustainable Investing and Data Analytics	3
SMB805	Project Management	3
<b>Semester 2</b>		
SMB702	Sustainability Across Industries	3
SMB800	Circularity Net Zero and Sustainability	3
SMB801	Leadership for Sustainable Change	3
SMB802	Marketing and Communication	3
SMB803	Sustainable Business Model Design	3
SMB804	Integrated Sustainability Proposal	3
WTP100	Work Term Preparation *	1
<b>Work-Integrated Learning Term</b>		
SMB441	Sustainable Business Management, Work Term *	30

\* Work-Integrated Learning option only

## Program Learning Outcomes

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Design a corporate ecological vision and mission statement that demonstrates corporate social responsibility for a future or existing

business and draws on the historical development of the green movement.

- Develop sustainable business practices for a current or future business based on research of current green business examples and best practices.
- Develop criteria for a 'Green Business Report Card' for local businesses that includes recommendations and implementation strategies to reduce a company's ecological footprint.
- Achieve the greening of the supply chain through the application of sustainable resource management theories and strategies.
- Create, analyze, and implement a personal and corporate energy audit that demonstrates a reduction in operational costs and a greener personal and corporate image.
- Create green business ideas capitalizing on current green business opportunities discovered through environmental scans, research and analysis of local and global marketplace trends.
- Write a formal business plan, including a detailed marketing, operational and financial plan for a green business opportunity that uses a current business model (e.g. "Triple Bottom Line: People: People, Planet, and Profit").
- Construct a marketing plan for a local company that highlights its market and differential advantage through corporate social responsibility strategies.
- Justify decisions, plans and concepts using ethical principles, appeals to corporate social responsibility, and accepted theories in environmental science.
- Create recommendations for additional sustainable business practice strategies based on an evaluation of a multi-national corporation's green business practices.

## Admission Requirements

- Ontario university/college degree, college diploma, advanced diploma or equivalent.

- Applicants with a combination of partial postsecondary and/or significant relevant work experience that is the equivalent of the above may be considered. A relevant resume and references must be provided.
- English proficiency (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/english-proficiency.html>) for graduate certificates

Canadian citizens or permanent residents educated outside of Canada must provide a World Education Services (WES) or ICAS Canada credential evaluation.

## International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

## Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.