MERCURY

INSEAD Business Sustainability Programme

22 – 26 August 2027
Muscat (Oman)



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INSEAD Business Sustainability Programme

Ref: 16329_1070381 **Date:** 22 – 26 August 2027 **Location:** Muscat (Oman) **Fees:** 5500 Euro

Introduction:

The INSEAD Business Sustainability Programme equips professionals with the knowledge and strategic insights required to address pressing global challenges through sustainable business practices. It examines how organizations can incorporate sustainability into their strategies to drive innovation, gain a competitive advantage, and foster sustainable long-term growth. Participants will gain a deep understanding of frameworks, leadership principles, and performance measurement tools that align corporate goals with sustainable outcomes.

The INSEAD Business Sustainability course emphasizes both theoretical foundations and real-world applications, ensuring that learners develop the ability to evaluate sustainability opportunities critically. It highlights how businesses can strike a balance between profitability and social and environmental responsibility. By blending strategy, innovation, and leadership, this programme prepares participants to be change-makers in their organizations. Ultimately, it provides a pathway to mastering sustainability for business transformation.

Targeted Groups:

This INSEAD Business Sustainability Programme targets professionals seeking specialized knowledge and skills:

- Senior managers driving corporate sustainability agendas.
- Executives responsible for strategic transformation.
- Business leaders are aiming to integrate ESG into operations.
- Policymakers are involved in sustainable economic planning.
- Consultants advising on sustainability and corporate governance.
- Investors are focusing on responsible and impact investing.
- CSR and ESG specialists managing sustainability projects.
- Entrepreneurs building environmentally conscious ventures.

Targeted Competencies:

Participants will gain the following competencies during the INSEAD Business Sustainability program:

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- Strategic thinking in sustainability integration.
- Leadership for organizational transformation.
- Analytical skills in ESG and impact assessment.
- Decision-making based on sustainability data.
- Knowledge of circular economy models.
- Skills to design and manage green strategies.
- Competence in stakeholder engagement.
- Expertise in sustainability reporting.
- Risk management related to environmental challenges.
- Innovative thinking for sustainable products.
- Adaptability in global sustainability trends.

Course Objectives:

Participants will achieve the following objectives by completing the INSEAD Business Sustainability course:

- Understand sustainability principles shaping modern business.
- Evaluate global sustainability challenges and opportunities.
- Analyze frameworks for corporate environmental responsibility.
- Apply models that link business growth with social value.
- Assess sustainability risks affecting financial performance.
- Design strategies for low-carbon and circular economies.
- Implement innovation for sustainable product development.
- Critically examine policies supporting green transformation.
- Lead change management in organizational sustainability.
- Measure and monitor sustainability performance metrics.
- Communicate sustainability outcomes to stakeholders effectively.
- Integrate ESG into long-term corporate governance models.
- Recommend actionable sustainability initiatives for businesses.
- Align business purpose with United Nations SDGs.
- Develop leadership skills to champion sustainability.
- Apply theoretical knowledge to real-world business cases.
- Strengthen decision-making using sustainability data.
- Transform corporate culture towards sustainable practices.

Studying Scenarios:

In this INSEAD Business Sustainability training, participants will develop their skills through the analysis of the following scenarios:

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- Evaluating a corporation shifting to renewable energy.
- Analyzing supply chain sustainability risks.
- Designing a strategy for a zero-waste manufacturing unit.
- Developing a stakeholder engagement plan for ESG initiatives.
- Measuring sustainability impact using real data sets.
- Reviewing a company's carbon reduction strategy.
- Addressing compliance with international sustainability policies.
- Innovating sustainable solutions in consumer goods.
- Managing resistance to organizational change in sustainability.
- Assessing investment portfolios for responsible investing.

Course Content:

Unit 1: Foundations of Business Sustainability:

- Define sustainability in business contexts.
- Explore global challenges shaping corporate responsibility.
- Understand the link between profitability and sustainability.
- Review sustainability frameworks UN SDGs, GRI, SASB.
- Analyze the evolution of corporate social responsibility.
- Study the relationship between ethics and sustainability.
- Assess how sustainability builds long-term resilience.
- Examine case studies of global sustainable companies.

Unit 2: Strategy and Innovation for Sustainability:

- Design strategies integrating ESG into business models.
- Analyze competitive advantage through sustainable practices.
- Explore innovation for sustainable product development.
- Understand business models for circular economies.
- Study industry shifts towards renewable resources.
- Develop approaches for reducing carbon footprints.
- Identify opportunities for green technology adoption.
- Apply theoretical models to strategic decision-making.
- Discuss corporate transformations driven by sustainability.

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Unit 3: Leadership and Organizational Transformation:

- Explore the role of leadership in driving sustainability.
- Identify challenges in leading sustainable transitions.
- Learn change management strategies for green transformation.
- Develop skills to align culture with sustainability goals.
- Study communication strategies for sustainability advocacy.
- Understand inclusive leadership in global sustainability.
- Examine leadership case studies from global firms.
- Assess resilience and adaptability in transformation journeys.

Unit 4: Measurement, Reporting, and Compliance:

- Understand sustainability reporting standards.
- Explore ESG metrics and performance measurement tools.
- Analyze how investors assess sustainability performance.
- Review international sustainability compliance frameworks.
- Apply risk management to sustainability challenges.
- Study transparency in sustainability reporting.
- Examine stakeholder expectations in disclosures.
- Develop reporting strategies for business accountability.
- Review real-world examples of ESG disclosures.

Unit 5: Global Sustainability Trends and Future Outlook:

- Study global sustainability policies and agreements.
- Explore trends in renewable energy and green finance.
- Assess the future of circular economy adoption.
- Understand digitalization's role in sustainability.
- Evaluate climate change risks for businesses.
- Review future innovations in green technologies.
- Discuss the evolving role of policymakers and regulators.
- Examine the rise of sustainable investment markets.
- Apply foresight to predict sustainability opportunities.

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Final Insights & Key Takeaways:

The INSEAD Business Sustainability Programme provides participants with actionable strategies to integrate sustainability into their core business operations. Learners gain the ability to lead transformation while ensuring profitability and responsibility coexist. Through theoretical learning and real-world case studies, participants enhance their decision-making and strategic foresight. Ultimately, this programme empowers professionals to become global leaders in sustainable business practices.