

# BUSINESS SUSTAINABILITY STRATEGY GRADUATE CREDIT CERTIFICATE PROGRAM

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<b>Person-in-Charge</b>	Eric Foley
<b>Program Code</b>	BUSSUS
<b>Campus(es)</b>	World Campus

The Graduate Certificate in Business Sustainability Strategy (BSS) is offered by the Smeal College of Business. The BSS covers intermediate to advanced content for integrating sustainability into core business strategy and operations. The integration occurs by identifying and managing the environmental and social impacts of a business in order to drive profitability, reduce cost and risk, and build long-term value. BSS provides students with knowledge, skills, and practical tools for developing a sustainability strategy and measuring financial, environmental and social returns.

The nine-credit graduate certificate is aimed toward students that wish to further graduate study in the area of Business sustainability. Course content focuses on: (1) an exploration of sustainability and what it means to business regarding changes to the regulatory, consumer, and competitive landscape; (2) analysis of differences across Europe, Asia, Africa, and the Americas; (3) strategy development including external and internal analysis, employee engagement, governance, and ensuring sustainability is built in, not bolted on; and (4) the latest business models and sustainable design solutions to drive business value and environmental/social performance up and down the value chain.

**Effective Semester:** Spring 2019  
**Expiration Semester:** Spring 2024