

# CERTIFICATE IN SUSTAINABILITY

## PURPOSE

The Certificate prepares students to create, lead and grow brands and organizations that:

- Commit to the implementation of the UN Global Compact's 10 principles of human rights, labour, the environment and anti-corruption; and/or
- Champion the 2030 Agenda for Sustainable Development, by adopting the 17 Sustainable Development Goals (SDGs) to end poverty, fight inequality and injustice, and tackle climate change.

## WHY A SUSTAINABILITY CERTIFICATE?

The Certificate provides students with a coordinated set of courses and experiences that position them as responsible, forward-looking leaders. You'll network with morally exemplary CEOs, sample best-for-the-world sustainability reporting and consulting practices in different types of organizations and sectors, master storytelling for positive change, and hone your ability to evaluate, communicate, design, and deliver sustainability-focused innovations.

This certificate will appeal to students:

- Committed to making business a significant force for good in the world
- Motivated to identify and implement socially-transformative business models
- Aiming for board or leadership positions in the non-profit sector or in the government

## REQUIREMENTS

### Academic Requirements

**1.0 required courses:** To complete the Certificate you must successfully complete HBA1 and the following HBA2 courses:

- 4620 Impact Assessment (Half-Course)
- 4499 Case Writing or Research Project (Half Course) – **see further information on page 2**

**1.0 electives:** You must also complete a minimum of 1.0 credits from the following:

- 4458 Leading Change (Half Course)
- 4525 International Business Environment Studies: Service Learning in Africa (Half Course)
- 4564 Design-Driven Innovation (Half Course)
- 4580 Reputation Management (Half Course)
- 4495 Building Consumer Brands (Half Course)\*
- 4619 The Performing Leader (Half Course) *Available as a certificate elective for students graduating in 2020*
- ~~4553 Social Enterprise (Half Course) Not offered in the 2019-2020 academic year; returning in 2020-2021~~
- ~~4591 Business and Markets (Half Course) Not offered in the 2019-2020 academic year~~

\* Students selecting Building Consumer Brands as a certificate elective must opt to do their final course project on a sustainability-oriented brand/organization.

### Engagement Requirement

Sustainability certificate students are expected to engage in four exclusive, sponsored events:

- September 16<sup>th</sup>: Difference-makers – a live case with real-time dilemmas presented by the executive team.
- September 27<sup>th</sup>: Impact Day – on-site hands-on activities hosted by multiple leaders & organizations.
- January 13<sup>th</sup>: Gamechangers – an alumni reunion, mentorship and recruiting event.
- March 18<sup>th</sup>: Keynote, closing ceremony and networking with faculty, EIRs and the incoming 2020-21 cohort.

Sustainability certificate students are encouraged to play leading roles in the Social Impact club, participate in sustainability-related case competitions and business plan competitions (Hult Prize) and attend the student-run Social Impact Conference.

## ADMISSION

Students apply into the Certificate program during March of their first HBA year (or for combined degree students at the end of your first or second HBA year). The application for admission consists of essay questions plus a short biography, photo and up-to-date resume. For more information, please contact [sustainability@ivey.ca](mailto:sustainability@ivey.ca).

## EXCHANGE

Students going on exchange in the second term must complete all core courses at Ivey but can substitute 1.0 electives with sustainability-related courses offered by your host institution. Please obtain pre-approval from the Sustainability Program and from the HBA Program Office for these substitutions before you leave.

## FURTHER INFORMATION ON 4499: CASE WRITING OR RESEARCH PROJECT

All sustainability certificate students must complete a half-course (80 hour equivalent) case writing OR research project under the direct supervision of an Ivey faculty member. Students can receive course credit for either a case writing or a research project, but not both.

---

### CASE WRITING

The case writing projects have been pre-selected to fit the annual theme and fill critical gaps in the global curriculum. The aim is to release the best case writing projects through Ivey Publishing before September 2020, and collate them in thematic collections. For all published cases, Sustainability Certificate students will receive case writing co-authorship.

The chosen case writing project can be completed in either term of the student's HBA2 year, but cannot be completed while on exchange. Beginning and end dates on your chosen case writing project can be flexible, as long as the 80 hour equivalent has been satisfied and the case has been completed by the end of the chosen term.

Case writing projects (including organization, protagonist, topic, and faculty advisor) will be announced at 5pm on August 15, 2019, and will be assigned on a first-come first-served basis.\* The list will be updated daily until all available cases have been taken. Please reply with your first and second choice no later than August 29, 2019. The Sustainability Certificate program will confirm your project by August 30, 2019. It is then your responsibility to discuss the project with your faculty advisor, fill out the Case Writing Proposal Form, and get approval from both your faculty advisor and the HBA Program Office during the add/drop period in September or January. If you have any questions or concerns about the proposal process, please reach out to the Sustainability Certificate program for assistance. *Please note: only one student will be able to work on each of the announced cases; no combination or duplication is possible.*

Should you prefer to identify your own organization, protagonist, topic, and/or faculty advisor, you must consult with the Sustainability Certificate program to confirm the project's sustainability fit. Upon approval from the Sustainability Certificate program, you must submit the Case Writing Proposal form to the HBA Program Office for their approval.

### RESEARCH PROJECT

Research projects provide an opportunity to contribute skills as well as develop world-first and world-best insights on an urgent and important matters under investigation by leading sustainability scholars affiliated with the Centre for Building Sustainable Value. In addition to curricular credit, projects can be listed as research assistantships on student resumes, and are particularly helpful for students looking to continue their graduate education in sustainability related disciplines. Start dates, end dates, and monthly check-in dates are pre-specified for each project. Research projects are available for either term, but cannot be completed on exchange.

Research projects (including topic and faculty advisor) will also be announced at 5pm on August 15, 2019. They are subject to the same 80 hour equivalent and will also be assigned on a first-come first-served basis.\* Please reply with your first and second choice no later than August 29, 2019. The Sustainability Certificate program will confirm your project by August 30, 2019. It is then your responsibility to discuss the project with your faculty advisor, fill out the Research Project Proposal Form, and get approval from both your faculty advisor and the HBA Program Office during the add/drop period in September or January. If you have any questions or concerns about the proposal process, you can reach out to the Sustainability Certificate program for assistance. *Please note: multiple students can participate in the same research project because their respective tasks will be designed to be non-overlapping and mutually complementary.*

---

**\* Additional case writing and research projects may become available during the academic year.**