



HBA SUSTAINABILITY CERTIFICATE INFO SESSION

February 9, 2021



Agenda

1. Program requirements
2. Application process
3. Faculty intros & course previews
4. Alumni testimonials
5. Q&A

About the HBA Sustainability Certificate

- Launched in 2008 by Professor Oana Branzei
- A coordinated set of courses and experiences designed to provide a strong grounding in the principles and best practices of sustainability.
- Geared towards students:
 - Committed to starting careers in social or sustainable ventures or,
 - Interested in sustainability consulting or,
 - Passionate about transforming traditional organizations from the inside or,
 - Who have a personal call to make a difference

Program Requirements: Courses

- Required Courses
 - Impact Assessment (0.5 course)
- Elective Courses (students must take 1.0 credits)
 - Leading Change
 - Design Driven Innovation
 - Africa Service Learning
 - The Performing Leader
 - Reputation Management
 - Building Consumer Brands
 - Power & Politics
 - Social Enterprise
 - Case Writing or Research Project (on approved sustainability topic)
 - **NEW:** Technology and Humanity

Program Requirements: Other Engagement Activities

- Events
 - Opening ceremonies: March 2021
 - Live case: September 2021
 - “Field” trip: September 2021
 - Worldchangers: March 2022
 - Closing ceremonies: March 2022
 - + more optional events and socials throughout the year
- Purpose statements
 - Submission of two one-page reflections
- Mentorship
 - 1-on-1 meetings with an assigned mentor









Guest Speaker Examples



World Vision



The New York Times



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Application Process

- Photo & short bio
- 4 questions
 - What is your personal definition of sustainability? (100 words)
 - What role do you see sustainability playing in your professional career? (200 words)
 - What sustainability projects have you been engaged in? (200 words)
 - List of sustainability interests
- Due Friday, February 28th
- Acceptances sent out by mid-March
- Application form: go.ivey.ca/hbasustainabilitycertificate under “Resources”

Special Considerations

- Dual degree
 - Very doable but can require overloading & extra planning
- Exchange (pending offering by HBA Program Office)
 - 0.5 certificate electives can be taken on exchange, but these must be approved by the HBA office *and* the certificate program *prior* to your departure
- Tips:
 - Plan ahead as much as possible
 - Confirm program requirements with academic advisors (Ivey and main campus)
 - Take advantage of intersession courses (esp. HBA required courses like C&S, GMM)