

CSEM-BMP Modular Masters in Integrated Sustainable Management for Business

The New CSEM-BMP Programme

Ross King, July 2008

The business world seems to have had two distinct conversations during the '90s and the '00s running alongside each other until last September. The largest non-financial companies have been talking and acting on corporate responsibility, sustainability, environmental management and corporate governance. Many good people have been working away for many years now to help re-align business with changing external environments, including those of globalisation and the surrounding natural environment feeding back that the impacts of human activity have gone beyond its limits and carrying capacity.

Over the last nine months it has become increasingly clear that much of one business sector - banking - has apparently been behaving quite irresponsibly and unsustainably (in its most normal sense) - producing the current credit crunch (collateralised debt obligations, sub-prime mortgages and so on). This has as we all now know been at the expense of the poor getting dispossessed, whole lives and neighbourhoods being damaged, and now a widening recession.

How could these two conversations have been going on at the same time, apparently unknown to each other? And would it have been very different if all of the banking and finance world had been listening and taking seriously the sustainability agenda that the rest of the business world has been tackling?

We think so. Our Programme supports and develops managers and leaders for realisation of the potential benefits of responsible business that recognises and responds to the sustainability agenda.

Is the new Programme for you? If you are already an environmental champion, or feel strongly about sustainability or climate change, then it may be well be...

Most participants work in jobs related to environmental issues, sustainability and/or corporate responsibility. Some are aiming for such jobs - if you are 27 or under Future Leaders Programme may help.

What do I get? We try hard to find and keep Associate Course Directors and Contributors who are practitioners and national pioneers/ thought leaders who are good at helping others and demystifying new techniques; all of ours are! Each Seminar or courses generally has at least two or three.

What kind of guarantee do I have? CSEM-BMP was the Brunel Management Programme and trained some 17,000 managers there between 1971 and 1999. We have developed some 1500 managers with environmental responsibilities between 1990 and now. Finally, we are institutionally approved and our modular Masters is validated by a University (Middlesex University).

Do download the Masters leaflet. It is about 650k, so downloading will be slow over a modem link - right click and Save Target/Link As... to save for off-line reading.

On this Page - On this page you will find:

- Benefits
- Integrated Sustainable Management - What does it mean?
- Mode of Study - A part-time modular course including a dissertation.
- Module Content - Summaries of each module with links to fuller descriptions.
- Admission - What do I need to know to start?

Benefits Comprehensive Seminar Programme - breadth and depth Leading-edge, participative, enlightening spaces for coming to grips with rapidly-evolving developments - and organising effective corporate response, area-by-area, level-by-level. We consistently receive feed-back about the breadth, depth and motivation provided. **Unique experience/ training capability** Running the first senior programme of sustainable management training in Europe has given us twelve years' experience and training capability with an international team of practitioners. **Unique track record of sustainable management development innovation and pioneering.** **Financial and Competitive advantage** Provides the potential to add millions of dollars to the bottom-line of a substantial organisation, and provides and positioning for significant competitive advantage. **Cohesion** Coordination, integration, cohesion, demystification, culture change and energy. **A Balanced Professional Training** The Programme gives (the often already well-qualified) a means to doing the job better and faster, while gaining a balanced professional training for the future. On completion, participants should be able to lead, guide and manage their organisation's approach at all levels. **Full Strategic Capability** Facilitates full corporate recognition of sustainability as a new necessary dimension of business, and the development of new strategic capability, human and organisational. **Learning at Work - and flexibility** Allows learning in service, with the few days away focused on doing the job better, in a vital, supportive space, rich with transferable capability and skills. While we suggest you work in a small action-learning group, you may use modules over several years, as you need them. **Organisation-oriented Assignments** We design assignments and the research project to produce the equivalent of a year of Board-level consultancy of international standard - worth approximately £100,000. **Growing Expertise/ Problem Solving** Provides your business with a means of developing internal expertise, while solving current problems. We will seek to match businesses/ sponsors with high potential candidates. **Networking** Participants meet 30-35 leading contributors, and join an alumnus group of 1500 and growing. **Entry to Professional Membership** Two core modules provide access to the points needed for entry to the Institute for Environmental Management & Assessment and access to its Register of auditors. **Integrated Sustainable Management**

Integrated Sustainable Management means including and going beyond environmental management to handle the gap between performance improvement and real sustainability - economic, environmental and social.

Management Integration: Integration is needed in several areas. Environmental and social aspects/ management need integration not only with the systems for managing health, safety or quality, but more fundamentally with human resource, financial control and performance management - into all functions. **Strategic Integration:** Environmental and sustainable management has to be integrated into corporate business strategy. It cannot be left to an accountable Environmental or CSR Manager alone. **The Regulatory and Social Context:** A practical knowledge of present and forthcoming regulations and societal demands form an integral part of environmental and sustainable management. **Integration for Effectiveness:** Environmental and sustainable management are about managing resources effectively. There are a growing number of approaches, tools and techniques which are fundamental to an organisation's effectiveness in an increasingly difficult world. **International Positioning:** Environmental and sustainable management are of widespread global concern. Management commitment and attention to international developments in this field is seen as vital to effective management.

Mode of Study

The course is part-time and is composed of a series of taught short course modules, supplemented by supported self-

study and project work. Students then produce a dissertation based on a more substantial research project.

Course Structure

Three one-week foundation courses in Environmental Science, Management and Regulation are offered for students without the necessary prior knowledge in these areas (see admission). The course itself comprises seven core modules, two optional modules selected from a range of specialist topics, and the dissertation.

Module Content

Summaries of each module are available with links to fuller descriptions.

Admission Entry RequirementsA satisfactory first degree or other demonstration of ability to work at a postgraduate level. **Is the Course Academic?**Yes and no. Yes - it is rigorous, demanding and designed to give up to date information from the relevant areas of knowledge and an academic qualification. No - it is not purely 'theoretical' but draws on the experience of many of the leading experts in the field and includes comprehensive practical application at all levels. **Foundation Courses**One week foundation courses may be required for those with little previous knowledge in Environmental Science, in Management or in relevant Law and Regulation. **Independent Research Project (Dissertation)**An Independent Research Project will cover a major area concerned with improving or transforming environmental and/or sustainable management in a real organisation. **Fees**Please contact the Centre for information on fees. Special rates apply for internships. **Next Step**To start the admission process please speak with one of our Admissions tutors and/or complete and then post the downloadable application form. Phone: +44 (0)1923 249648 E-mail: admissions@csem.org.uk

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