

*"I realised the need to develop my knowledge and experience of how to move a business to corporate responsibility and delivery of real sustainability. I then met CSEM-BMP and the modular masters programme. This bridges the scientific and business management worlds. CSEM has provided me with the network, material and processes to develop my career to meet business requirements for Vita Lend Lease and now as Sustainability Systems Manager for Lend Lease Corporation."*

**Poul Wend Hansen**, Sustainability Adviser, Lend Lease Corporation

*"CSEM's world class corporate sustainability education programme enabled Jaguar Cars to understand its own environmental story and prepare to take the initiative in environmental management."*

**Sir Nick Scheele**, former COO and President, Ford Auto Operations and CEO, Jaguar Cars Limited.

*"CSEM's Sustainability Management Programme has long roots and huge experience and may be the Executive MBA of the future."\**

**Philip Sadler, CBE**, former CEO of Ashridge Business School, Patron of the Tomorrow's Company Project.

*"I have found each individual module tremendously rewarding. It's difficult to do the programme justice. It has had an enormous impact on me professionally and personally... Sustainability management may be an answer to conflicts of modern life."*

**Kim von Irgens-Bergh**, consultant, author & Marketing Executive Lego, Denmark.

*"For me the course was an incredible experience since it demonstrates that a sustainable environmental performance is achievable as long as top-level managers understand the scope of their company's social, economical and environmental impact, and the different options available to achieve this. "*

**Gilmar Párraga**, Venezuelan Masters graduate in petroleum & energy management

**To book your place, or for further information, contact us today:**

**CSEM-BMP**

**Grims Dyke Hotel & Conference Centre**

**Harrow Weald**

Contact:

30 Cedar Road  
Oxhey, Watford  
WD19 4QW

**Tel: +44 (0) 1923 249648/240793**

**ProgrammeSecretary@csem.org.uk**

**www.csem.org.uk**

### **What do I need to know to start and attain a Masters qualification as well?**

#### **1. Entry Requirements**

A satisfactory first degree or other demonstration of ability to work at post-graduate level

#### **2. 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 with live case studies and includes practical projects throughout to meet real work needs.

#### **3. Foundation Courses**

One week foundation courses may be required for those with no previous knowledge or experience in Environmental Science, Environmental Law or Management.

#### **4. Dissertation**

The dissertation will cover a major project concerned with improving Sustainability and Environmental Management in a real organisation.

#### **5. Course Duration**

One, two or five years with normally up to one year's practical implementation experience if required.

#### **6. Fees and Terms**

This is a prestige course in a premium location to facilitate an extraordinary occurrence, yet the fees are competitive with top management programmes at leading business schools. Please contact us for full details.

#### **7. Next Steps**

Complete an application, send it with your deposit to CSEM and contact us for an informal opening meeting.

## **CSEM-BMP**

Facilitating extraordinary sustainability leadership in business

### **Executive Sustainability Leadership Programme**

*"...Executive MBA of the future."\**



***An extraordinary course for those leading corporate transition to real sustainability***

## Benefits of our Programme

We take a Management School perspective. If sustainability is a new condition for successful business, how does this change business management, organization and leadership?

Seven core intensive seminars or workshops focus on what is needed of each business function (including strategy, operations, business systems, accounting and reporting, and people management). Each helps participants with their jobs - whether they are experienced or just beginning - developing the competencies and capabilities to support a balanced corporate programme. Additional seminars and workshops each focus on meeting further needs of practicing managers.

Our participants go further and make rapid strides in leading their businesses towards sustainability, in line with the need for commercial success. Our programme covers the needs of practice, policy and strategy as well as contextual realities such as climate change, ecology and bio-diversity, and globalisation.

### Valuable Work-based Assignments for Masters-level qualifications

We design the assignments, the main form of assessment for qualifications, to add value to you as a participant and your sponsoring organisation. They allow space for review of an area of your work and for fresh proposals to your management to move matters forward.

Taken together, assignments actually provide the opportunity for balanced review and development of the whole organisation, with many potential pay-offs!

They complement and improve the use of consultants, and offer the possibility of potentially significant benefits from improved efficiency and strategic reorientation.

### Problem-solving - and growing stronger internal expertise

Businesses that need to tackle environmental, sustainability and corporate responsibility problems will frequently sponsor participants. Sponsorship can provide an impressive on-site resource.

Organisations with real achievements through sponsoring their mid-career staff include the RAF, Jaguar Cars, Bovis LendLease, Homebase and Argos.

### Networking

Participants make valuable contacts by networking with both contributors and delegates, many from organisations at the forefront of corporate environmental and sustainability management and CSR.

### Entry to Professional Membership

The Programme provides professional development to meet requirements of the main professional bodies.

Our 'Environmental Audit: Hands-On' course pioneered environmental audit training in the UK and provides a recognised audit qualification.

We are committed to improving access to Professional Membership.

### What makes the CSEM-BMP experience are the speakers and time:

There are now many professional experts in the field. CSEM-BMP has always sought out subject pioneers. Our Associate faculty and visiting speakers include some of the originators of their aspects of the subject. Together they have over one thousand years of relevant experience. And with small intensive seminars, unlike most conferences, you will also have sufficient time with them.

Associate contributors and currently invited speakers include David Ballard, Peter Bunyard, Lucy Candlin, Edwin Datschefski, Peter Dicken, Jack Fallow, Jules Goddard, Joe Joseph, Sir David King, Goodspeed Kopolo, Aubrey Meyer, Tim O'Riordan, Jan Stiles and many more.

### Flexibility and Learning at Work

You can take the seminars at a pace and in an order to meet your particular needs. Short study periods away from the office bring focus and productivity. Tutorials provide individual support and learning groups provide possibilities for longer-term friendship and camaraderie.

### Is this Programme for you?

Yes, if you are responsible for all, or some aspect of: Environmental Management; Sustainability Management; Corporate Social Responsibility; Corporate Governance

Or you may be preparing for this kind of role or responsibility.

You will probably be: Far-seeing and possibly frustrated; passionate about sustainability; looking for a next career step; sure you could be a better leader; hungry for knowledge; committed to making a difference

### How will you find the Programme?

Business oriented; management-focused; informed; practical; policy and decision-oriented; impartial; committed; systems-oriented; holistic

## What is Integrated Sustainability Management?

Environmental Management developed in the early '90s, facilitating improvement of business environmental performance.

CSR emerging in the late '90s renewed the agenda for corporate responsibility.

Sustainability management keeps focus on sustainability, in alignment with social viability and competitiveness. It is a development of management and leadership theory and practice.

It is a management response to several major considerations:

### Sustainability is the real context:

Our world is decreasingly ecologically sustainable. Sustainability is now a fundamental condition of business and societal well-being - and is now the basic context for business.

### Sustainability is strategic:

Sustainability Management is first a strategic issue. It cannot be an add-on, delegated to managers or left to specialists. With sustainability as the context, sustainability has to be integrated into corporate business strategy.

### Changing European and global regulations and developments:

Society responds to the sustainability context with more regulation and new 'asks' of business such as emissions trading. Business needs to be aware of European and international developments - and have a management approach that allows for positive, cohesive action.

### The needs of good management:

Good management requires integration not only with systems for managing health, safety and quality, but more importantly with core business planning, management accounting, performance management processes. It also requires a cohesive response throughout the rest of the organisation.

### Efficiency and competitiveness:

In meeting customer needs, business needs to manage resources efficiently and to competitive advantage.

### The need for change of business culture:

As with other major changes to business organisation, for a grounded cogent response, there needs to be a change to the organisation's culture.

### Human social needs:

Recognising people and their needs as important has always been a good insight into reality and what works well in business.

There was a particular focus on this within management development in the '50s through the '80s.

## CSEM and The Brunel Management Programme

Launched as the Brunel Management Programme (BMP) in 1971, we have developed some 17,000 managers from blue-chip business and government. Our parent Institute, now BLOSS International, was founded by Elliott Jaques and Gillian Stamp.

Led by Ken Knight & Ross King, CSEM-BMP pioneered Environmental Management through the '90s - the first corporate Programme in the world. Some 1500 took the seminars and forty the modular Masters qualification.

Collaborating with many practitioners and pioneers, peer-rated as among the best in the UK, gives access to the best available science and best practice.

Today, CSEM-BMP continues to pioneer management and leadership development - facilitating transition to real sustainability.

