

SUMAS Career-related Studies® “Business & Sustainability”



A tall, vertical green banner with the text "SUMAS" in large white serif letters, followed by a small red square with a white cross, and then "Business School" and "Sustainability" in smaller white serif letters. The banner is attached to a black pole and is set against a clear blue sky.

SUMAS

Business School
Sustainability

“

I was overwhelmed by the welcoming and caring environment that we had the privilege of experiencing with SUMAS faculty and students.”

Ryan Domenjoz, SUMAS CrS® Alumnus



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SUMAS Career-related Studies[®]

“Business & Sustainability”

Sustainability Management School (SUMAS) was the **first** business school in the world to launch BBA and MBA programs in Sustainability Management. SUMAS is strategically located in the headquarters of WWF, IUCN and RAMSAR, IATA, Geneva-Lausanne area. Thanks to our network, we are able to provide schools with projects in collaboration with these organizations.

Online Academic Services offered Internationally

SUMAS CrS[®] “Business & Sustainability” are designed for students pursuing career-related education during the last two years of their high-school.

SUMAS provides schools with academic services delivered through an online platform, which ensures smooth integration into teaching environment and process. Our approachable procedures and technological support, including teacher training and access to international academic resources, guarantee effective delivery of the program.

School teachers delivering the SUMAS CrS[®] will have access to all study material and general resources on the SUMAS e-learning platform and to academic databases, such as JSTOR, IUCN Library and United Nations Library.

IB Diploma Program Courses		
DP Subjects	Career-related Studies	
	I. CrS Subjects	II. Applied Component
<ul style="list-style-type: none"> • 2, 3 or more academic courses from the IB Diploma Program; • delivered by partnering schools. 	<ul style="list-style-type: none"> • access to study material through SUMAS e-learning platform; • access to sustainability databases; • 240 guided learning hours, delivered by schools under SUMAS guidance or by SUMAS online. 	<ul style="list-style-type: none"> • Sustainability Leadership Camp; • Integrative Project Experience • 150 applied learning hours (or more, upon request), delivered by schools under SUMAS guidance, by SUMAS on-campus, or by SUMAS online.
CP Core		
<ul style="list-style-type: none"> • service learning; • reflective project; • personal and professional skills course; • language development. 	<div>9 CTS</div>	<div>3 CTS</div>
University Advanced Placement		

Upon successful completion of the SUMAS CrS[®], each student earns 12 credits that may be applied toward a bachelor's degree at SUMAS or another accepting college or university.

Our Concept

This study program is relevant for all students who are interested in responsible management applicable in different fields.

Indeed, sustainability is becoming increasingly important within all kinds of organizations and in societies at large.

The SUMAS CrS® “Business & Sustainability” aims to provide students with the foundational knowledge on managing sustainability and helps them develop their competencies in becoming responsible leaders.

The Business & Sustainability study plan prepares students both professionally and academically by stimulating their critical thinking and creativity.

Student Learning Outcomes

Students will gain a deep understanding of sustainability management within organizations and will learn how various functional areas can contribute to creating value for both business and society. More specifically, by the end of the SUMAS CrS®, the students will be able to:

- Discuss the environmental impact of business operations and identify the underlying activities.
- Distinguish responsible management practices in various business contexts.
- Demonstrate a mindset that embraces values of sustainable development and nature conservation.
- Effectively communicate, influence and motivate others for sustainability.

Skills acquired during the program:



- critical thinking -



- creative thinking -



- intercultural communication -



- leadership -



- teamwork -

Curriculum Design

The complete Business & Sustainability study plan consists of 240 guided learning hours in class (equivalent to one High Level subject within the IB program) and 150 hours (or more, upon request) applied learning experience (that is equivalent to Standard Level subjects within IB Program).

Alongside the Business & Sustainability courses, the students participate in both a Sustainability Leadership Camp and an Integrative Project Experience delivered by SUMAS (online or on-campus) or by the school.

1. CrS Subjects

240 guided learning hours, delivered in school or online



240 learning
hours



theoretical guided
learning



three main
subjects



delivered in
school

or



delivered
online

1.1 Fundamentals of Sustainability

This subject will provide students with a solid basic understanding of the main aspects of sustainability and prepare them for the advanced courses. The individual, company and societal perspectives are explored and issues concerning energy, climate and water are covered in more detail to help students reach a deeper understanding. Ethics, policy, culture, population as well as economic and social implications are explored.

The topics covered in the course are centered around:

- Key dimensions of sustainability
- The biosphere, cycles and ecosystems
- Climate change
- Impact of daily personal and business decisions on environment
- Tools to quantify energy, climate and water impact
- Pollution, electronic waste and recycling
- Sustainable tourism, best practices in ecotourism and innovative travel destinations
- Environmental Ethics
- Applied statistics for sustainability
- Corporate social responsibility

1.2 Sustainable Innovation

This subject provides an introduction to sustainable innovation with deep concern about the resources, water, energy, human conditions, as well as the economic challenges. The subject integrates real cases in material/product innovation and introduces the Cradle-to-Cradle® principles and eco design. The individual, company and societal perspectives are explored. Energy, climate and water are covered in more detail.

The topics covered in the course include:

- Circular economy
- Performance economy
- Life-cycle analysis
- Cradle-to-Cradle® in Sustainable Development
- Product design and innovation
- Material health and material reutilization
- Sustainable Innovation of Energy
- Sustainable Innovation of Materials
- Supply to value chain management
- Sustainable innovation in various industries

1.3 Leadership

The purpose of this subject is to introduce the concepts, styles and practices of leadership aimed at leading, influencing and motivating team members in the workplace. It will explore how leadership can directly and indirectly influence human behavior and organizational efficiency in uncertain environments.

Students will be encouraged to develop and improve a range of leadership competencies and methodologies through reviewing and analyzing the foremost leadership theories and apply them in real-world situations.

The topics include the following:

- Leadership & Behavior Traits
- Key elements of leadership
- Contemporary issues in leadership
- Power, authority and conformity
- Group dynamics and high-performance teams
- Contingency Theories
- Effective Leadership Styles
- Cross-cultural competencies
- Change management



2. Applied Component

150 applied learning hours (or more), delivered in school, online or at SUMAS Campus



150 learning
hours



practical guided
learning



two main
components



delivered in
school



delivered
online



delivered at
SUMAS

2.1 Sustainability Leadership Camp

The Sustainability Leadership Camp is designed to introduce the concepts, styles and practices of leadership. Students will be encouraged to improve a range of leadership skills as well as to gain knowledge about personal sustainability. Leadership theories will be analyzed and applied in real world situations. Students will develop competencies that are essential to becoming responsible managers. Confidence, self-esteem and intercultural skills will be built through role playing activities and team building games.

At the end of the week the students will make a presentation on their leadership learning experience and will elaborate a poster to provide a synthesis of the chosen leadership theories and practices.

2.2 Integrative Project Experience

Integrative Experience entails the application of theoretical knowledge applied to concrete projects. The students have to choose one of the following three pathways: Nature Conservation, Sustainable Fashion or Sustainable Hospitality. While working on the project in the field, the students have the opportunity to examine the issues involved, identify various stakeholders and seek to find solutions to complex problems. The teaching methodology is predominately interactive based on role-play activities and in-class discussions of real cases and video examples.

2.2.1 Nature Conservation

The Nature Conservation pathway will offer the opportunity to explore fundamental values for the preservation of biological diversity. It will give an opportunity to discuss nature conservation theory and related problems both orally or through our e-learning platform. The Nature Conservation pathway will also include guided visits to local protected areas, such as Ramsar sites or other important sites around the world. Students will learn the physical and human drivers of environmental change, like biodiversity loss, freshwater depletion and climate change and they will develop critical thinking and creativity through learning effective communication of conservation issues.

2.2.2 Sustainable Fashion

The Sustainable Fashion pathway provides cutting edge knowledge about the core issues and challenges of sustainable fashion and integrates responsible leadership applied to the fashion sector. Students will learn the art of sustainable fashion with a creative focus and a critical awareness that enable them to become responsible leaders in the industry. Students will be engaged in hands-on projects that are guided by academics, consultants and professionals. This track covers the topic of Sustainable Fashion, from design, operations and production to green marketing.

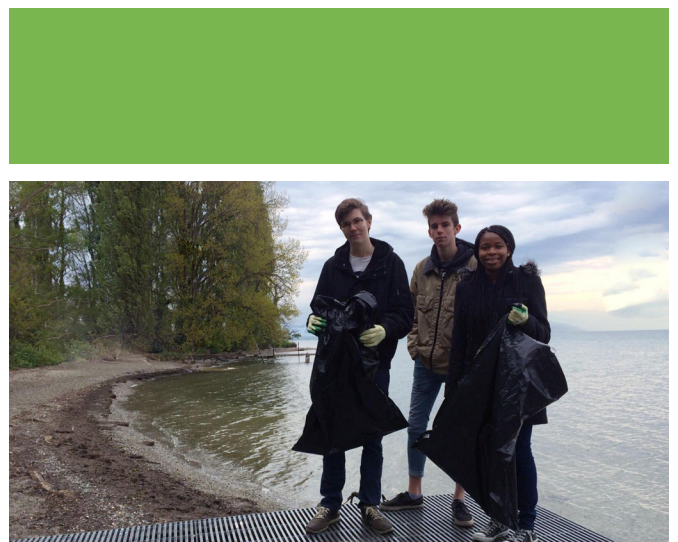
2.2.3 Sustainable Hospitality

Sustainable Hospitality is one of the world's fastest growing industries. There is a shift from the traditional travellers to conscientious guests, in the hospitality sector. This track provides students with cutting-edge theories in the field of eco-tourism and sustainable hospitality to understand how to lead innovative projects and how to manage people responsibly. Students will develop leadership and intercultural skills during the Integrative Project Experience by being engaged in field trips and visits to leading hospitality companies under the careful guidance of experts.

“

I enjoyed the diversity of the school and the different topics at hand to learn. The teachers were very enthusiastic and welcoming which created a great sense of unity.”

Harry Pryke, SUMAS CrS® Alumnus



3. Teacher Support Pack

3.1 CrS Subjects

when delivered in school

In order to ensure adequate delivery standards by high-school teacher, SUMAS offers a Teacher Support Pack prior to the start of the program. The Teacher Support Pack includes everything that is required for successful design, delivery and assessment of the SUMAS CrS[®] Subjects.

Upon request, SUMAS can deliver teacher training in the headquarters of SUMAS or remotely via a multimedia seminar room equipped with an Interactive Board, HD webcam and video conferencing system as an additional service.

SUMAS guides teachers to successfully manage these subjects, providing them with the following:

- Schemes of Work

Schemes of work provide coherent and up-to-date guidelines for the content of each CrS subject with an indication of key content areas, learning objectives, examples of activities and recommended resources. These documents are presented in a Word format, therefore teachers can adapt them to their teaching style and students' requirements. Schools are enabled to make local adaptations within SUMAS' global framework.

- Lesson Plans

Lesson Plans are provided as a recommended framework for teachers in order to illustrate how a lesson learning objective should be met. Teachers are welcome to use their own teaching methods, techniques and approaches if they correspond to the learning objectives, assessment criteria and grading rubrics of the SUMAS CrS[®] Subject.

- Final Exams

SUMAS will provide schools with Final Exams, which will test the knowledge, understanding and skills acquired by the students, following the completion of each SUMAS CrS[®] Subject teaching content. After students undertake the exams, SUMAS will grade them and upload the results on the e-learning platform.

- Assignments and Project Samples

- Assessment Criteria and Grading Rubrics

3.2 Applied Component

when delivered in school

SUMAS guides teachers to successfully manage both parts, providing them with the following:

- Course Description, Objectives and Learning Outcomes
- Grading Criteria and Grading Activities
- Sample Schedule and Suggested Activities
- Presentations, Materials and Task list

Schools have the option to customize the Applied Component according to its needs and possibilities. SUMAS will approve and align the modifications with the required SUMAS rubrics prior to the start of the program.



We have been working with SUMAS since 2016 when we first offered the IBCP at our school, Collège du Léman. SUMAS gave us the opportunity to offer an exciting new program, Sustainability Development, for the career related option. SUMAS have worked closely with us to develop an interesting course and it has been a pleasure to work with them. The academic staff at SUMAS have been excellent, providing course materials for our teachers and arranging integrative learning weeks on their site at Gland. Our students speak highly of these programs and have particularly enjoyed the off-campus environmental activities. We have been very impressed by the professionalism of the SUMAS team and value our partnership with them.”

Professor Julie Hutchins, IBCP Coordinator at Collège du Léman, Switzerland

4. Quality Assurance

Quality Assurance, which includes Moderation (Quality Control) and Validation (Quality Review), is an ongoing process implemented during different stages: before, during and after the program (*see table for more details*).

The purpose of the Moderation and Validation procedures is to ensure that assessment activities and grading conducted in school are valid, reliable and meet with SUMAS quality standards. Internal and external Moderation and Validation are critical to assure validity and reliability of all grading activities in line with the assessed curriculum.

SUMAS provides a framework for the schools teaching the CrS “Business and Sustainability” to examine and systematically review their teaching activities in order to ensure that they achieve the required quality and efficiency. SUMAS provides the school with guidelines, tools and support which are needed to manage, deliver and assess the SUMAS CrS®.

As an essential part of our quality assurance system, SUMAS will require two responsible members in the School, a Champion (CP-Coordinator) and Co-Champions (Teachers). SUMAS will equip them with all the needed tools and information, this being easily accessible through the e-learning platform.

The Champion and Co-Champion ensure effective management of the program, having the following functions:

- main contact point with SUMAS
- responsible for responding to or distributing the information to other members in the school
- ensuring the compliance with SUMAS standards as described in the Program Rubrics (this applies to the CrS Subjects and the Applied Component)
- ensuring that internal assessments are done on a regular basis
- submitting requested documents onto the e-learning platform by the agreed deadlines
- organizing internal verification evaluations and processes
- organizing internal assessment procedures
- the Champion is responsible for guiding the Co-Champion for delivery and assessment
- the Co-Champion is responsible for reporting to the Champion for the delivery and assessment
- the Co-Champion is responsible for ensuring the compliance with SUMAS Standards as described in the Program Rubrics

The Program Rubrics contain clear guidelines for curriculum implementation of the SUMAS CrS® with detailed explanations of learning dimensions and measurement tools needed to ensure that the (1) program learning outcomes and (2) student learning objectives are reached in accordance with SUMAS requirements.

SUMAS provides the following as part of our Quality Assurance procedure:

- Assessment Process
- Measurement Tools

Stages	Validation (assures requirements)	Moderation (safeguards standards)
Stage 1 (before the program)	<ul style="list-style-type: none"> • Required school's documents as per SUMAS checklist: <ul style="list-style-type: none"> - school's policies - teachers' CVs (followed by customized training if needed) - academic year planner 	<ul style="list-style-type: none"> • Support with School Roles & Responsibilities (Champion & Co-Champion) • General Online Support on SUMAS CrS[®] Studies Introduction and Implementation • Online Teacher Support • Teachers' Roles & Responsibilities • Assessed Curriculum • Teacher Support Pack (schemes of work*, lesson plan samples, assignment briefs*, assessment criteria & grading rubrics, etc.)
Stage 2 (during the program)	<p>1. Internal Assessment:</p> <ul style="list-style-type: none"> • School Co-Champion evaluates whether teachers comply with requirements as outlined in SUMAS provided checklist • Malpractice Identification by Co-Champion <p>2. External Assessment:</p> <ul style="list-style-type: none"> • Final examinations for SUMAS CrS Subjects take place in school premises (these are provided, assessed and graded by SUMAS) • Assignments samples review and audit (for CrS Subjects and Applied Component) 	<p><i>*Should the school modify these, they are required to submit the documents on the e-learning platform prior to the start of the program for approval.</i></p>
Stage 3 (after the program)	<ul style="list-style-type: none"> • Recommendations based on quality assurance review • Malpractice Identification (Malpractice Procedure - if needed) 	<ul style="list-style-type: none"> • Recommendations based on past program reflections • Additional training (if needed)

5. Additional Services

SUMAS offers additional services, customized based on the school's needs and tailored to the results of the program. Beyond the contractual ten hours for each type of service, the school can request further assistance at an extra cost.

5.1 Training & Consultancy

This service applies to the entire school team involved in the delivery of the SUMAS CrS[®]. For teachers, it will be tailored according to their knowledge and experience, while also explaining the Teacher Pack and Quality Assurance thoroughly. The Champion and Co-Champion are also required to undertake this preparation, in order to ensure the roles and responsibilities are clear. This service can be offered online or on your school's campus.

5.2 Technical Support for the E-Learning Platform

This service has the purpose of ensuring the school's team is able to access and navigate the e-learning platform. Guidance and step-by-step guidelines for your team and learners are available on the platform, as it represents a centralized place containing all the necessary support to effectively design, plan, deliver and assess the program. It also facilitates compliance with the procedures of Quality Assurance. The e-learning platform enables the following:

- Course Design and Academic Content

SUMAS supports teachers and schools with the design and development of the three CrS Subjects, making ready-made course material available.

- Assignments and Project Guidance

Assignments and Projects are available to be used in class, either as they are or adapted based on your location and learners' needs.

- Assessment Review and Audit

Once the assessment of assignments and projects is completed, SUMAS will evaluate and audit random samples to ensure compliance with the quality assurance standards.

- Grading

The e-learning platform aids with assessment, feedback and grading of CrS students.

- Student Progress Evaluation

Together with school teachers, SUMAS regularly evaluates the progress of CrS students in order to provide guidance, if necessary.

5.3 SUMAS Global Sustainability Network

SUMAS has a wide network of partners in the private sector, as well as governmental and non-governmental agencies. Our partnering CrS schools have the opportunity to network and become a member of SUMAS Global Community Network.

5.4 SUMAS Events & Guest Lectures

Partnering schools have the opportunity to participate at SUMAS events and enter into an ongoing dialogue with guest executives. We would keep you updated on these activities and you can attend either on-site or remotely, via video conferencing. Amongst the participants of our events and lectures are experts in sustainability and leaders within their fields and organizations such as:

- The United Nations
- World Business Council for Sustainable Development (WBCSD)
- International Union for Conservation of Nature (IUCN)
- World Wide Fund for Nature (WWF)
- RAMSAR Convention on Wetlands
- International Air Transport Association (IATA)

“I enjoyed the warm welcome from the university during the 5 weeks visits and had fun during the outings in wetlands and conservation sites.”

Anita Urassa, SUMAS CrS® Alumna



6. Description of SUMAS CrS Services

License Fee	
1st and 2nd Academic Year License <i>(can be payed over a duration of two years)</i>	
<p>1. Availability of Academic content related to CrS Subjects and Applied Component:</p> <ul style="list-style-type: none"> • BFSUS101 - Fundamentals of Sustainability • BSUS102 - Technology and Sustainable Innovation • BFUN107 - Psychology of Leadership <p>APPLIED COMPONENT: - Natural Resources Management, Sustainable Fashion or Sustainable Hospitality</p> <p>2. Strategic Partnership with SUMAS</p> <p>3. Support for CP candidacy application</p> <p>4. Access to IBO recognition of SUMAS CrS® “Business & Sustainability”</p> <p>5. Use of SUMAS logo and mission for Marketing Activities</p> <p>6. Marketing Pack (including materials for students and parents presentations)</p> <p>7. Access to SUMAS Events and Guest Lectures</p> <p>8. Access to SUMAS Global Sustainability Network</p> <p>9. Administration of Student ID Cards</p> <p>10. Access to the e-learning platform</p> <p>11. Access to JSTOR sustainability database and IUCN library</p>	
Yearly Renewal License from 3rd Year Onwards	
<p>1. Update of Academic content related to CrS Subjects and Applied Component</p> <p>2. Update of Marketing Pack</p> <p>3. Access to SUMAS Events and Guest Lectures</p> <p>4. Access to SUMAS Global Sustainability Network</p> <p>5. Administration of Student ID Cards</p> <p>6. Access to the e-learning platform</p> <p>7. Access to JSTOR sustainability database and IUCN library</p>	
CrS Subjects (9 CTS)	Select one
I. Taught by School Teachers under SUMAS Guidance (online access to SUMAS e-learning platform)	
<p>1. Teaching Support</p> <ul style="list-style-type: none"> • E-learning platform induction (up to 10 hours) • Technical Support for the e-learning platform (up to 10 hours) • Teacher Tutoring on CrS Courses and Applied Component (up to 20 hours) • Delivery of Certificate of Expertise in “Business and Sustainability” to teachers upon completion of training <i>(teachers with proven knowledge in the field do not need to complete teacher training)</i> 	
<p>2. Quality Assurance</p> <ul style="list-style-type: none"> • Assessment Rubrics • Student Learning Outcome assessment • Program Learning Outcome assessment • Moderation and Validation • Delivery of Certificate of Achievement of SUMAS Career-related Studies® in “Business and Sustainability” to students • CrS Subjects 	
II. Taught by SUMAS online	
<p>1. Teaching Commitment</p> <p>2. Assessment & Feedback</p>	

Applied Component (3 CTS)	
I. Applied Component - Sustainability Leadership Camp (0.5 CTS)	Select one
1. Taught by School Teachers under SUMAS Guidance	
1. Teaching Support	
2. Quality Assurance	
2. Taught by SUMAS on-campus	
1. Teaching Commitment 2. Activity Guidance 3. Assessment & Feedback	
3. Taught by SUMAS online (via Distance Learning)	
1. Teaching Commitment 2. Activity Guidance 3. Assessment & Feedback	
II. Applied Component - Integrative Project Experience (2.5 CTS)	Select one
1. Taught by School Teachers under SUMAS Guidance	
1. Teaching Support	
2. Quality Assurance	
2. Taught by SUMAS on-campus	
1. Teaching Commitment 2. Activity Guidance 3. Assessment & Feedback	
3. Taught by SUMAS online (via Distance Learning)	
1. Teaching Commitment 2. Activity Guidance 3. Assessment & Feedback	

Additional Services (Optional)
1. Online Teacher Support (beyond the contractual 10 hours)
2. Online Technical Support for the E-Learning Platform (beyond the contractual 10 hours)
3. On-site Consultancy (travel and accommodation expenses at the school charge)
4. Additional Teacher Training

7. Interview with Rossella Cosso

Former Principal at Collège du Léman



Q: As the High School Principal of Collège du Léman, how did you come up with the idea to integrate a Career-Related Program in the field of sustainability into your IB program?

A: We were looking at introducing the IB careers program. In our school, there are a lot of students who are interested in business, so I thought this would give them a business course which has a 21st-century focus - the focus on sustainability management.

Q: What motivated you to launch the Career-Related Program with SUMAS?

A: Because SUMAS is close to Collège du Léman and I've had the opportunity to visit the campus and meet the staff there. I was really impressed by the school and its facilities.

Q: Describe your experience during the implementation of the SUMAS CrS® "Business and Sustainability".

A: It was a very good working relationship because we were able to build a dialogue. We were able to decide what the aims of the course would be in the first place, and then design a curriculum which would suit our students with the requirements of the IBCP program based on the SUMAS curriculum in this particular field.

Q: What are the key advantages CDL gained from the collaboration with SUMAS?

A: First of all, it is the access to the expertise in the sustainability field. SUMAS is a leading and pioneering school in this field, so CDL had the opportunity to access this knowledge. SUMAS has provided us with the architecture to construct the curriculum, they essentially did our curriculum design. Finally, it is the opportunity for our students to do field weeks at SUMAS, which is very important.

Q: The Pilot project turned out to be a story of success. What is your opinion and why do you think the students enjoyed it so much?

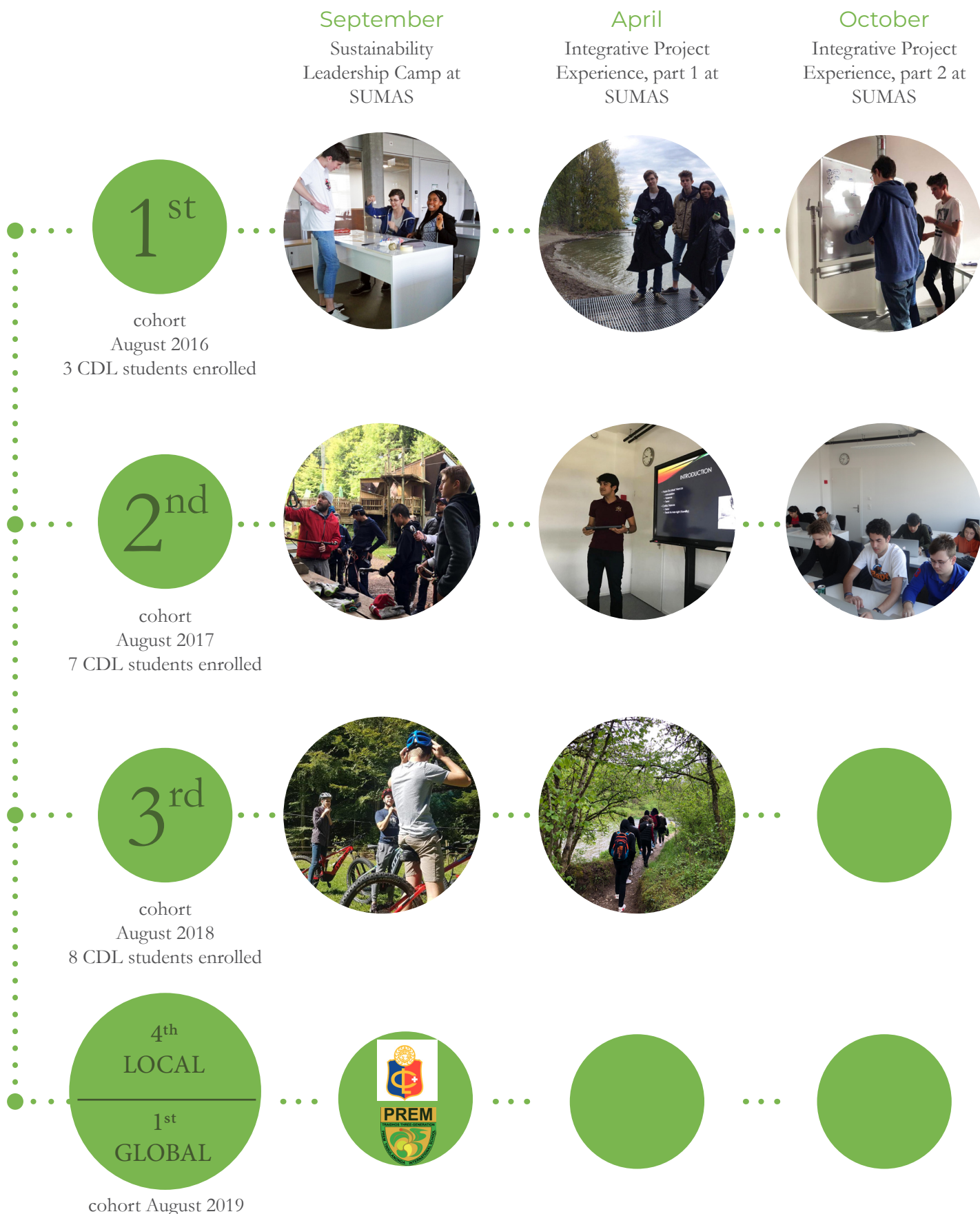
A: The students enjoyed it a lot for many reasons. First, because of the novelty of the curriculum, which is something they've never really seen before at school. The fact that the course was varied, there were many elements, in terms of subjects that they studied, there were both a leadership and sustainable management components. As an outcome, they even got to build a sustainable garden at the school. Also, there were the field weeks at SUMAS that students greatly enjoyed. To conclude, there is a theoretical aspect and a very strong practical component. I think the students really enjoyed that.

Q: Who should attend the IBCP Program with a focus on "Business and Sustainability", in other words, what is the ideal portrait of students that should attend the CrS program?

A: The ideal students who would enjoy the most are the ones that have a good academic base, at the same time, those who want to develop 21st-century skills, by combining theory with practice and develop certain skills. The education is skills-based, though without a good academic base it can't be accessed. The students need to have an interest in the environment and related issues but also in business.

8. Where We Are Now

June 2016: Collège du Léman (CDL) partners with SUMAS to offer the SUMAS CrS® “Business & Sustainability”.



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