

# CSEM-BMP Sustainability Management Programme



Middlesex  
University

Accredited by  
Middlesex University  
London UK

*The first (and probably only) sustainability-based executive management and leadership development programme in Europe*

2006-2007



CSEM – Centre for Sustainability  
and Environmental Management  
Cutting edge sustainability  
and environmental management

# Will your training allow you to be ready for critical business moments?

## Is this Programme for you?

Yes, if you are responsible for all or aspects 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

## Introduction: what does the Programme offer?

- **Management seminars for progress towards real sustainability, in line with the need for commercial success.**
- **Modular CPD leading to a PG Certificate, Diploma or Masters**

## Introduction: CSEM and the Brunel Management Programme

CSEM is the Brunel Management Programme.

Launched in 1971 with a DTI grant, over the next 30 years, CSEM trained some 17,000 managers from blue-chip business and government.

Our parent Institute, now BIOS<sup>1</sup> International, was founded by Elliott Jaques and Gillian Stamp.

Led by Ken Knight & Ross King, CSEM pioneered Environmental Management through the '90's, with the first broad corporate Programme in the world - with 1500 participants.

**40 Associate facilitators include many practitioners and pioneers, rated as among the best in the field...**

## What are the main Benefits of the Programme?

It goes well beyond environmental and sustainability audit and management systems.

A Management School approach.

Eight core intensive seminars or workshops focus on what is needed of a business function, e.g. finance.

Each supports development of a balanced corporate programme.

Other seminars meet further needs of practicing managers.

## Flexibility and Learning at Work

Take seminars at a pace and in an order to meet your particular needs.

Study in 2 and 4 day blocks in ideal surroundings.

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

Job-focused assignments, the main form of assessment, review the various aspects of the organisation's progress.

They add value to your sponsoring organisation.

They provide for balanced review and development of the whole organisation.

They improve the use of consultants, and give significant benefits from improved efficiency.

## Problem-solving - and growing stronger internal expertise

Sponsorship can provide an impressive on-site resource - for all sorts of problem-solving!

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

## Networking

Make valuable contacts by networking with leading-edge contributors and other delegates, often at the forefront of the field.

## Entry to Professional Membership

The Programme usually more than meets entry 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.

<sup>1</sup> Brunel Institute of Organization and Social Research

# “May be the executive MBA of the future”

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

## What is Integrated Sustainability Management?

Environmental Management, developing from the early '90s, gives improvement to business environmental performance.

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

Sustainability management keeps focus on real sustainability, in alignment with social responsibility and competitiveness.

It is a comprehensive management response to several major considerations:

## Sustainability is the real context:

Sustainability is now the fundamental condition of societal and now business.

## Sustainability is strategic:

As sustainability is now the basic condition of business, strategy needs to be sustainability-based. As understanding of what this means evolves, so must business strategy...

## Changing European and global regulations and developments:

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:

Much incompetent environmental management has come from seeing it as an add-on, something to delegate...

Competent management and leadership involves a cohesive response across the whole organisation.

## Efficiency and competitiveness:

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

## The need for change of business culture:

Only with change and alignment of the business culture does sustainability become business as usual...

## Social Responsibility:

Recognising people and their needs as important has always been a good insight and works well!

Management learnt this from the '50s through the '80s and again in the late '90s.

It is at the heart of the new management.

## From Ross King, Programme Director:

*Dear Colleague,*

*In this new Programme we meet the sustainability and climate change challenges head on, in the organisations where they originate. We help meet the business need for formidable sustainability leaders.*

*We have recently completed a collaborative pilot programme. Participants are from and recently from Auroville (India), Bovis LendLease, Lego, Ernst & Young, ESCP-EAP in Paris, Environment Agency, Ford, Homebase/ Argos, the Institute of Chartered Accountants, PA Consulting, the second city of Romania and Transport for London. The new Programme works...*

*We and Middlesex University's Validating Panel think the new Programme is timely. Please participate and/or tell friends! Thank you!*

## CSEM and Middlesex University:

Middlesex University (MU) is our collaborative partner for academic accreditation. MU is a top 20 UK University with a Centre for Environmental Management for SMEs. It has a national reputation for work-based learning. It recently received the highest rating following an audit of 'collaborative provision' by the UK Universities Qualification and Curriculum Authority. Other MU accredited programmes include Ashridge Business School's MBA and Consulting MSc and the Forum for the Future's Scholars programme.

## The MA/MSc: What do I need to know to start?

### 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 to meet real work needs.

### 3. Foundation Courses

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

### 6. Fees and Terms

Deposit to secure a place:	£2,000.00 + vat @ 17.5%
Registration:	£430.00 + vat
Dissertation:	£4,000.00 + vat
Individual Modules:	£1,600.00 + vat
UK Corporate total fee:	£20,000.00 + vat

Fees for government, charity, individuals, overseas delegates and potential young leaders - please see web-site or call!

### 7. Next Step

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

# CSEM-BMP: Sustainability and Environmental Management Seminars + modular qualifications for practitioners

## What makes the CSEM-BMP experience special?

In brief, highly experiential learning and industry-leading facilitators...

In its second decade, there are now many pioneers and professional experts in the field. BMP always seeks subject pioneers and facilitators...

These include some of the originators of their aspects of the field. They have over one thousand years of relevant experience. With small intensive seminars, you will also have sufficient time with them...

Associate and currently invited facilitators include David Ballard, Peter Bunyard, Lucy Candlin, Edwin Datschefska, Peter Dicken, Jack Fallow, Jules Goddard, Joe Joseph, David King, Goodspeed Kopollo, Aubrey Meyer, Tim O'Riordan, Jan Stiles, Ian Thomson, and many more...

## Current Seminars and Workshops

Strategy for Sustainable Business Strategy	(4 days)	£1,600
People Management and Leadership for Sustainable Business	(4 days)	£1,600
Systems for Sustainable Business	(2 days)	£1,600
Sustainable Management Accounting and Reporting	(2 days)	£1,600
Environmental Audit: Hands-On	(5 days)	£1,500
Sustainable Audit: Hands-On	(5 days)	£1,500
Waste, Emissions, Land and Sustainable Development	(4 days)	£1,600
Sustainable Design and Packaging	(2 days)	£800
Sustainable Supply Chain Management	(1 day)	£350
Sustainable Logistics	(1 day)	£350
Integration for Sustainable Management	(4 days)	£1,600
Globalisation, Corporate Social Responsibility and Sustainable Development	(4 days)	£1,600
Leadership for Sustainable Management	(4 days)	£1,600
The Market and Marketing for Sustainable Development	(4 days)	£1,600
Climate Change, Emissions-Trading and Sustainable Development	(4 days)	£1,600
Life-Cycle-Assessment: Hands-On	(4 days)	£1,600
Ecology and Biodiversity	(4 days)	£2,000
Professional and Research Methods for SD	(4 days)	£2,000

## What do others say about the Programme?

*"My environmental management degree at MMU covered the science and how it could be managed within the business world. An environmental manager role followed in a global firm. After some years, I realised that I needed to develop my knowledge and experience of how to move a business towards corporate responsibility and the delivery of real sustainability. I then met CSEM and the masters programme. This has really bridged the gap between the scientific and business management worlds. CSEM has provided me with the network, material and processes to develop my career to meet business requirements."* **Poul Wend Hansen, Sustainability Executive, Vita Lend Lease.**

*"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 except with superlatives. It has had an enormous impact on me professionally and personally... Sustainability management may be the answer to conflicts of modern life."* **Kim von Irgens-Bergh, consultant, author and former Marketing Executive, Lego, Denmark.**



### By Telephone

+44 (0) 1923 249648/240793



### By Fax

+44 (0) 1923 240793



### By Post

CSEM-BMP, 30 Cedar Road, Oxhey, Herts, WD19 4QW, UK



### By E-mail

registration@csem.org.uk



### On-line

www.csem.org.uk

See website ([www.csem.org.uk](http://www.csem.org.uk)) for current seminar dates application forms, information on travel, accommodation, cancellation, transfer details and terms and conditions.

Grim's Dyke ([www.grimsdyke.com](http://www.grimsdyke.com)) is in the green-belt North of Harrow - 17 and 8 minutes by train and taxi from Euston. It has received an award for best small hotel in London and is a great setting for learning.

Hands-on Environmental Audit and Strategy trainings are normally on-site at a suitable business location, to be advised close to the start date.

