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## MSM

# Sustainable Business Development

Maastricht School of Management (MSM)

Certificate / Diploma Short course Maastricht

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## Course description

Qualification Certificate

Field of study Economics, commerce, management and accounting

Course summary This program demonstrates how external issues such as globalization, climate change, environmental pollution and the social media can be successfully managed through a cooperative development approach

Course description This program consists of two main blocks of one week each. During the first week of the program we address issues regarding Corporate Social Responsibility (CSR). CSR can be seen as an example of what in general terms is stated by Business Ethics: ethics deal with values, norms and standards that we - both individually and collectively - apply to our behavior and our activities. This is an important aspect for those who are or will be the frontrunners within society. In a global society the debate about these values, norms and standards is essential in order to (prosperously) co-exist and contribute to a life worth living. An open dialogue is also -- if not predominantly - required for economic arena, where different stakeholders might have different views on the responsibilities of corporations, investors, governments and the civil society. During this week we will both provide theoretical and practical CSR skills. The second week of the program focusses on Value Chain Analysis. Various models for sustainable local economic development are addressed and students learn to design a public private partnership for development programs.

Study Have insight in the concepts of value chains and public private partnerships and know how to analyse them. Understand the link between value chain analysis, public private partnership and policy development. Comprehend the importance of multi-stakeholder meetings and



subjects	know how to manage them. Understand the underlying concepts of CSR and gained management knowledge about Corporate Responsibility and Sustainability Approaches.
Course objectives	The main objective of the course is to familiarize students with an ethical orientation toward the worlds of business, investment and policy. Using theories, concrete examples, videos, cases and the like, students learn to analyze value chains, ethics, corporate responsibility and public private partnership . Students are expected to actively participate in discussions and other work forms. Moreover, the setting of this training program is unique.
ECTS credits	0.00
Duration	2 week(s) full-time
Language of instruction	English
Instruction modes	case study, group assignment, individual assignment, lecture
Accreditation	-

## About the institution

Department Maastricht School of Management

Information about the institution

Founded in 1952, Maastricht School of Management (MSM) is one of the oldest and most international business schools in the Netherlands. MSM offers research-driven and internationally accredited programs in management, amongst others (Executive) MBA, Master in Management, MSc in Management and Engineering and Doctorate degree programs. Its research-based Doctorate in Business Administration (DBA) program is ranked number two in the world. MSM's MBA is ranked #2 in the Netherlands and #11 in Europe, according Eduniversal's 2015 Best Masters ranking. Additionally MSM offers many shorter professional and executive courses, as well as tailor-made programs in a broad range of expertise areas specifically designed to help organizations successfully deal with today's global market challenges. MSM is located in the beautiful historical city of Maastricht in the Netherlands - right in the heart of Europe. MSM offers its programs in Maastricht and across the world through collaboration with various partner institutions. Around 1,000 students graduate every year from MSM's programs, and MSM alumni occupy top positions in business, government and academia.

## Admission

Admission requirements

Language requirements	IELTS overall band	6.0
	TOEFL computer based	213
	TOEFL internet based	80
	TOEFL paper based	550

Professional experience required

-  
2 week(s)



Duration	full-time		
Application deadlines	<b>Start date</b>	<b>EU/EEA Students</b>	<b>Non-EU/EEA students</b>
	2 Dec 2019	2 Nov 2019	2 Nov 2019
	<b>Year</b>	<b>EU/EEA</b>	<b>Non-EU/EEA</b>
	2019 (FT)	n.a.	€ 4898
			n.a.

In short, the following rules apply:

- |              |   |
|--------------|---|
| Tuition fees | <ul style="list-style-type: none"> <li>• The "EU/EEA rate" is the regular fee for students from within the EU/EEA.</li> <li>• The "non-EU/EEA rate" is the rate for students from outside the EU/EEA.</li> <li>• The "institutional rate" is for all students who have already obtained a bachelor's or master's degree and who want to start a second programme leading to a degree at the same level or at a lower level.</li> <li>• Note that FT, PT and D stand for "full-time", "part-time" and "dual", respectively.</li> </ul> |
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Make sure you contact your institution to find out what rate applies to you. The rates listed here are estimates.

Scholarships	Orange Knowledge Programmes (OKP), MENA Scholarship Programme , Netherlands Fellowship Programmes (NFP), StuNed Scholarship Programme
	For more scholarships, visit: <a href="http://www.grantfinder.nl">www.grantfinder.nl</a>

Course website	<a href="#">More information about the course</a>
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## Contact

Contact information for the study programme

### Enrollment Management

Contact information for the institution	recruitment, admission, enrollment, student affairs, career affairs, alumni
	admissions@msm.nl

Telephone number

Course website

Institution website

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