

Sustainability
Management
School  Switzerland
BUSINESS SCHOOL

IB Career-related Program

SUMAS CrS® **Business & Sustainability**





Ivana Modena, Ph.D.

Founder and President of Sustainability Management School

Dr. Modena has created in 2016 the SUMAS CrS® Programme. She actively participates in the Overall Compliance of the SUMAS CrS® 'Business and Sustainability'.



Joachim Fendt-Newlin, MBA

Liaison Officer and Administrative Director

Joachim has been involved in the development of the SUMAS CrS® since 2017. He oversees the faculty development of the program and supports Dr. Modena in the regional collaboration with the IBO.

Who is SUMAS?

The business school for responsible leaders

We are the first business school
in the world to offer BBAs and
MBAs in Sustainability Management



**Inspiring
Innovative
Leaders**

Our Campuses



Two unique
sustainability hubs in
the heart of Europe...



Milan, Italy

Be surrounded by fashion,
innovation and culture



Gland, Switzerland

Study at the core of
international conservation



Online

and an online campus to study
where and in a way that suits you.

Swiss Campus, Gland, Lake Geneva

One of Europe`s Most Sustainable Buidings



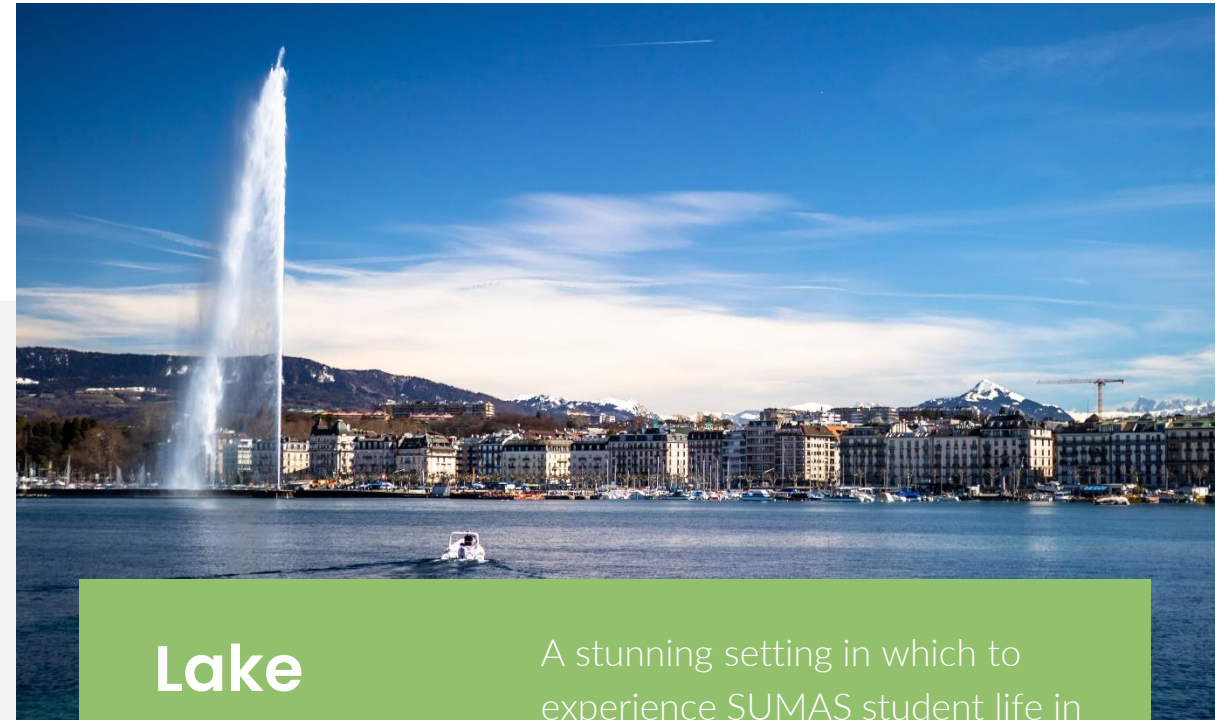
IUCN Administration Center & SUMAS HQ

(LEED Platinum Certified)

Connect your studies
with worldwide
organizations in
environmental policy
and protection.

SUMAS Learning Center

Modern, fully-equipped
and technologically-
forward spaces to inspire
and bring initiatives to
life.



Lake Geneva

A stunning setting in which to
experience SUMAS student life in
Switzerland.

Italian Campus, Milan City

A vibrant Innovation and Technology HUB

"We are committed to plant three million trees by 2030 to increase resilience and protect citizens from the climate crisis, to refresh our neighborhoods with green areas and water, and to regenerate the urban environment in a sustainable manner." Giuseppe Sala, Mayor of Milan

BASE Milano

Collaborate on-site with industry innovators in fashion, technology and enterprise.

MUDEC

Experience a crossroads of world culture, community and creative dialogues connecting past, present and future.



Milan City Center

A vibrant student community in Italy's fashion capital.

Bachelor of Business Administration (BBA)

Sustainability Management

Course examples:

- Sustainable Consumption & Green Marketing
- Technology & Sustainable Innovation
- Natural Resources Management
- Operations & Supply Chain: Green production
- Global Communications Strategies

Sustainable Fashion Management

Course examples:

- Designing Sustainable Fashion
- Developing Sustainable Business Models
- Green Economy
- Sustainable Fashion Lab
- Technology & Sustainable Innovation

Sustainable Hospitality Management

Course examples:

- Sustainable Food & Beverage
- Managing Facilities, Energy & Water
- Global Business & Biodiversity
- Sustainable Hospitality Management
- Green Economy

Sustainable Tourism Management

Course examples:

- Sustainable Tourism Management
- NGOs and Environmental Policies
- Nature Conservation
- Governance of Protected Areas
- Natural Resources Management

Sustainable Finance and Digital Innovation

Course examples:

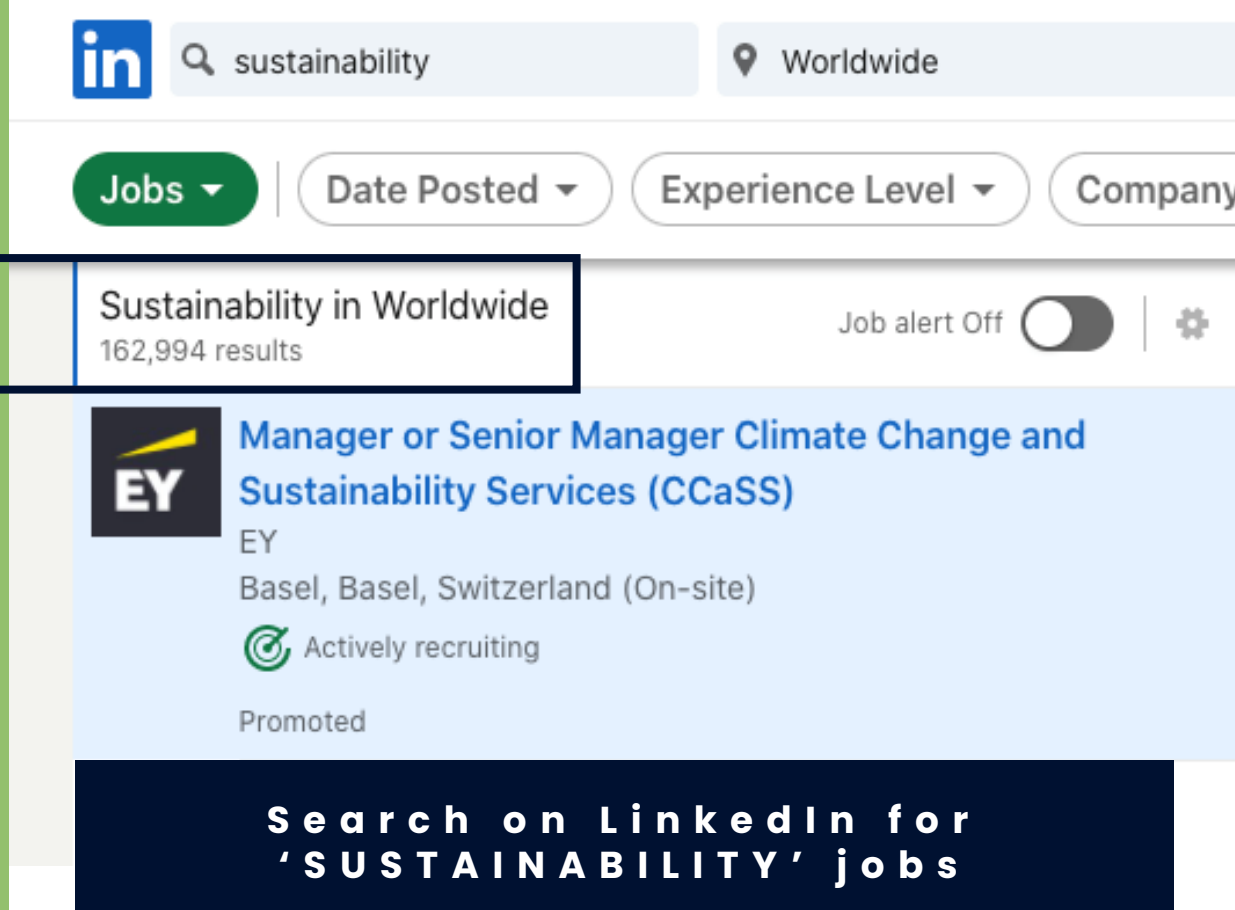
- Sustainable Portfolio Management
- Sustainable Financial Markets
- Digital Innovation
- Blockchain and Cybersecurity
- Multi-Stakeholder Management

OPPORTUNITY FOR GROWTH

Careers in Sustainability

24 million new jobs will be
created in the green economy
by 2030

ILO – International Labor Organization




in sustainability Worldwide

Jobs Date Posted Experience Level Company

Sustainability in Worldwide
162,994 results

Job alert Off

 **Manager or Senior Manager Climate Change and Sustainability Services (CCaSS)**
EY
Basel, Basel, Switzerland (On-site)
Actively recruiting
Promoted

Search on LinkedIn for
'SUSTAINABILITY' jobs

- ✓ 240,000 results worldwide in 2023
- ✓ 101,000 results worldwide in 2019
- ✓ 56,000 results worldwide in 2017

A CRS Strategic Provider



Educating future business leaders on sustainable practice: The IB announces SUMAS as new CP Strategic Provider

May 25, 2022 in [Announcements](#), [Career-related Programme \(CP\)](#)

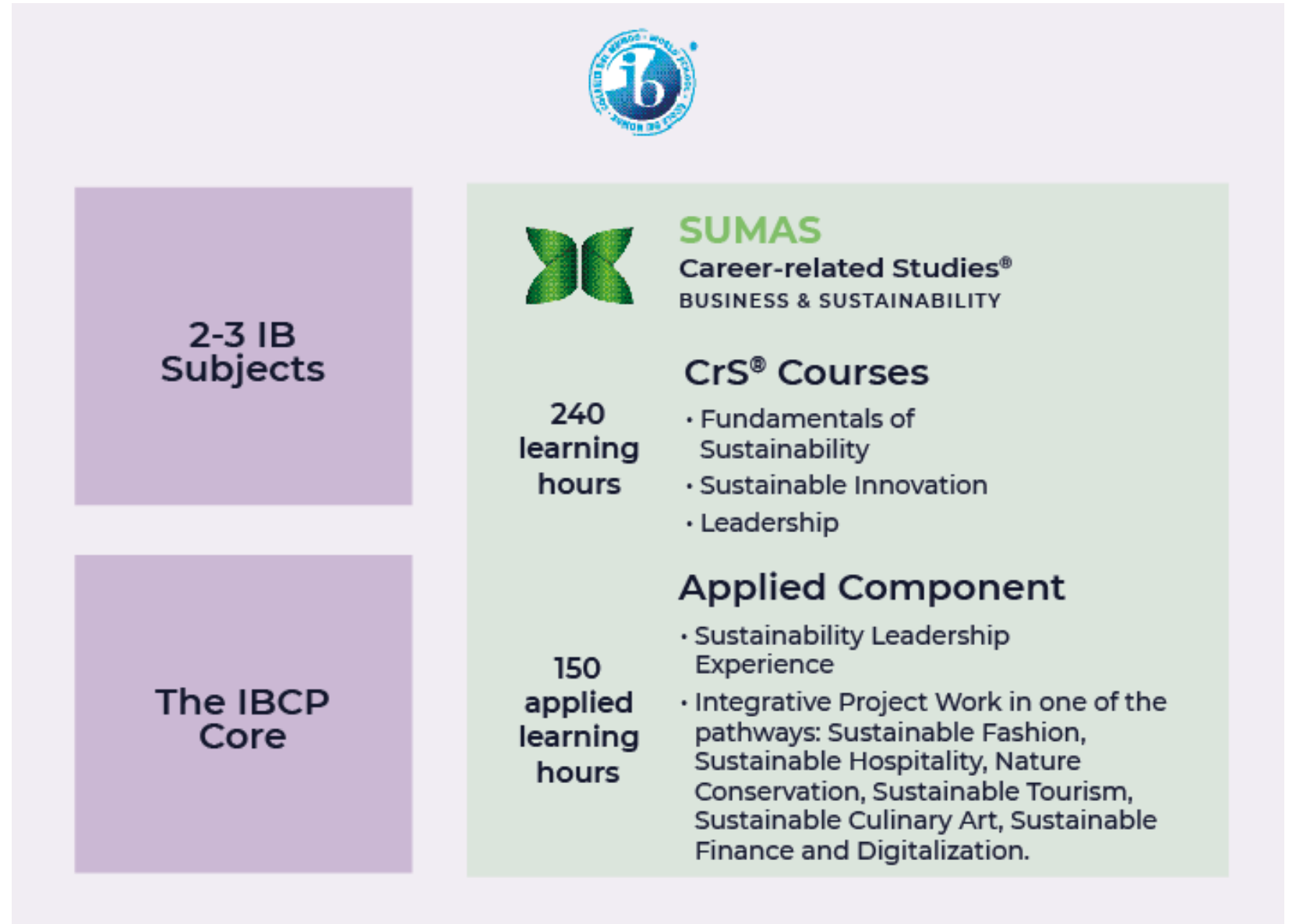


Structure of SUMAS CrS® Business & Sustainability

2 Year Program - 21 cts

Applied Component Integrative Project
part 1 & 2 with six pathways
possibilities:

Nature Conservation, Sustainable
Finance and Digitalization, Sustainable
Fashion, Sustainable Hospitality,
Sustainable Culinary Art, Sustainable
Tourism




Structure of SUMAS CrS® Business & Sustainability

2 Year Program - 21 cts


**Applied
Component
Sustainability
Leadership
Experience**


**CrS® Subject
Fundamentals
of
Sustainability**


**CrS® Subject
Leadership
Part 1***


**Applied
Component
Integrative
Project
Experience
Part 1***


**Applied
Component
Integrative
Project
Experience
Part 2**


**CrS® Subject
Sustainable
Innovation**

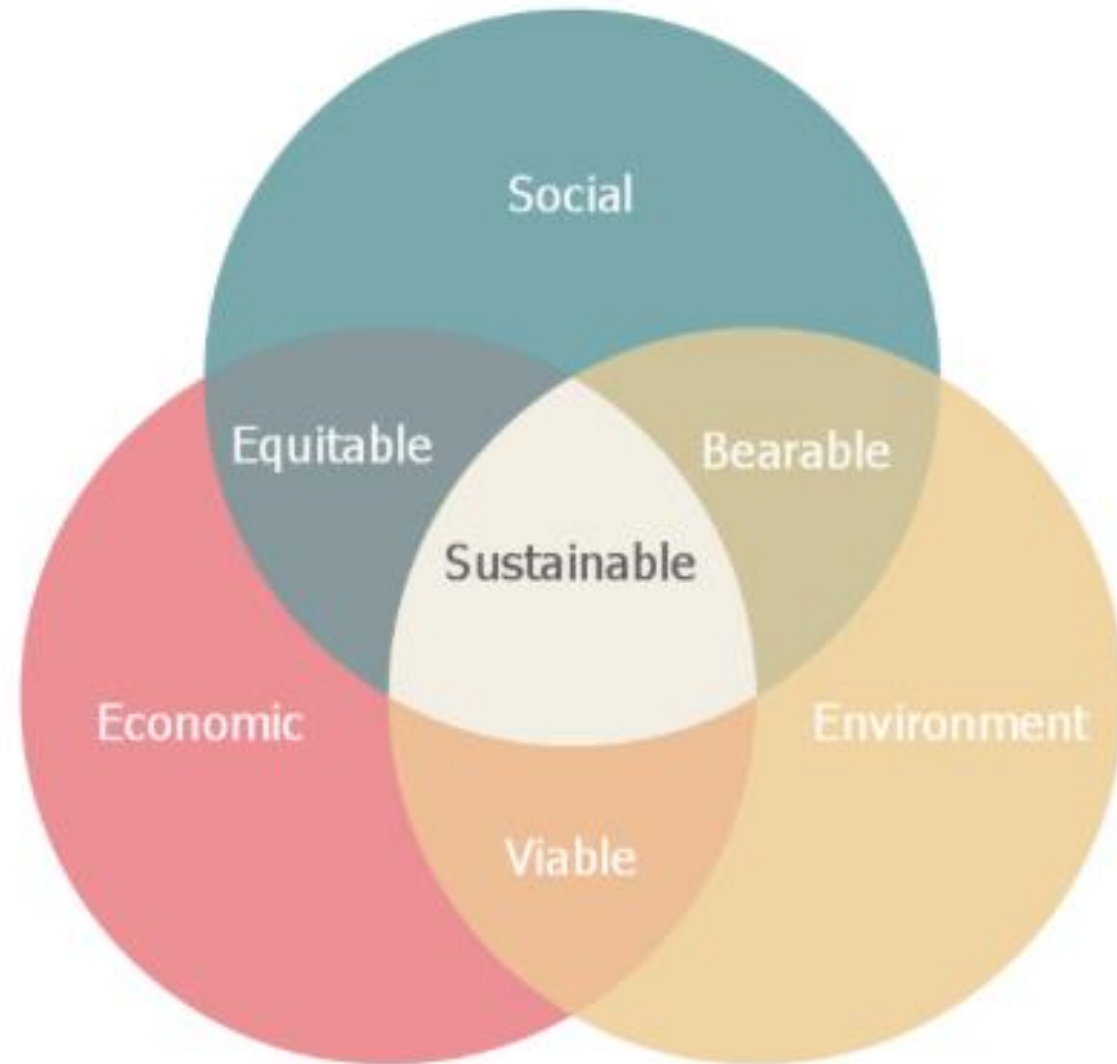

**CrS® Subject
Leadership
Part 2**

*Credits for CrS® Subject Leadership and the Applied Component Integrative Project Experience are awarded upon completion of each Part 2 in Year 2.



**CRS® 2-YEAR
PROGRAM
IBCP
DIPLOMA**

Fundamentals of Sustainability



Leadership





Sustainable Innovation



Applied Component Pathways



Nature Conservation

Sustainable Tourism

Sustainable Hospitality

Sustainable Culinary Art

Sustainable Finance and Digitalization

Sustainable Fashion

Nature Conservation

Pathway Focuses

- **Fundamental concepts and policies of natural resource conservation**
- **Values for the conservation of nature**
- **Outdoor activities**

Nature Conservation is a managerial activity. SUMAS is based in the Swiss Conservation Center, where researchers in inter-governmental organizations, such as IUCN, WWF and RAMSAR develop environmental policies on an international level. Students will learn fundamental values for the conservation of biological diversity, specifically biodiversity loss, freshwater depletion, and climate change. Students will engage in outdoor activities to learn about conservation matters in an experiential setting..

Sustainable Tourism

Pathway Focuses

- **Best practices in Eco-tourism**
- **Impact of tourism on the local communities**
- **Protected Areas and Recreation Management**

Protected areas are intrinsically connected to the concept of biodiversity conservation and eco-tourism. Students will be trained to understand concepts of sustainable tourism development, parks and recreation management, and best practices for responsible visitors. This track also explores how local communities can benefit from a sustainable management of touristic areas in the long term.



Sustainable Fashion

Pathway Focuses

- **Ethical issues in fashion consumerism**
- **Sustainable fashion management systems**
- **Creative focus on innovative fashion concepts and applications**
- **New sustainable fashion design practices**

Sustainable fashion provides cutting-edge knowledge about the core issues and challenges of the global fashion industry. 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 guided by academics, consultants and professionals. This track covers the topic of Sustainable Fashion, from design, material sourcing, fabric treatment, operations, and production to green marketing.



Applied Component – Sustainable Fashion



A luxury watch making brand with Italian DNA and Swiss technology. Panerai is a part of the Richmond Group.

Students 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.

Students were investigating how to integrate circular economy in Panerai business model to **Encounter Gen Z's needs**

Sustainable Hospitality

Pathway Focuses

- **Sustainable guest experience**
- **Technological green solution in hotels**
- **Leadership and intercultural skills**

Hospitality is one of the world's fastest growing industries. There is a shift from the traditional travelers to conscientious guests, in the hospitality sector. This track provides students with innovative theories in the field of sustainable hospitality to understand how to lead projects for a responsible guest experience. Real-world examples will shed light on energy, water and waste management issues and explore green solutions. Students will develop leadership and intercultural skills during this practical learning path.

Sustainable Culinary Art

Pathway Focuses

- **From farm to fork**
- **Sustainable practices in food and beverage management**
- **Zero-waste gastronomy**

"Healthy people, healthy societies, healthy planet" is the buzz sentence of responsible chefs. Students will recognize the benefits of responsible cooking, from food sourcing methods, cooking techniques, waste management to intercultural food experiences. Student will learn tools and techniques helping to meet environmental, social and economic objectives.



Applied Component – Sustainable Hospitality and Sustainable Culinary Art



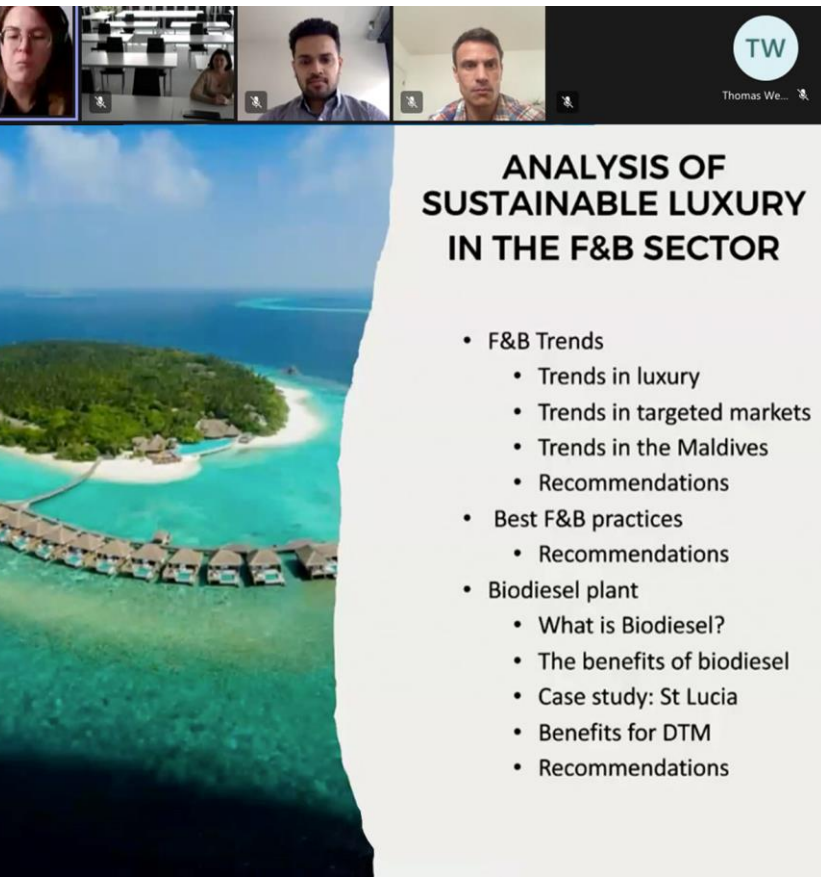
During the Shangri-La Project, students developed leadership and intercultural skills by being engaged in field trips and visits to leading hospitality companies under the careful guidance of experts.



Shangri-La hotel


CHIANG MAI

Applied Component – Sustainable Hospitality and Sustainable Culinary Art



ANALYSIS OF SUSTAINABLE LUXURY IN THE F&B SECTOR

- F&B Trends
 - Trends in luxury
 - Trends in targeted markets
 - Trends in the Maldives
 - Recommendations
- Best F&B practices
 - Recommendations
- Biodiesel plant
 - What is Biodiesel?
 - The benefits of biodiesel
 - Case study: St Lucia
 - Benefits for DTM
 - Recommendations



Thomas Weber
General Manager

SUMAS
MBA

Sustainability Management School
Switzerland
BUSINESS SCHOOL

Dusit Thani
MALDIVES

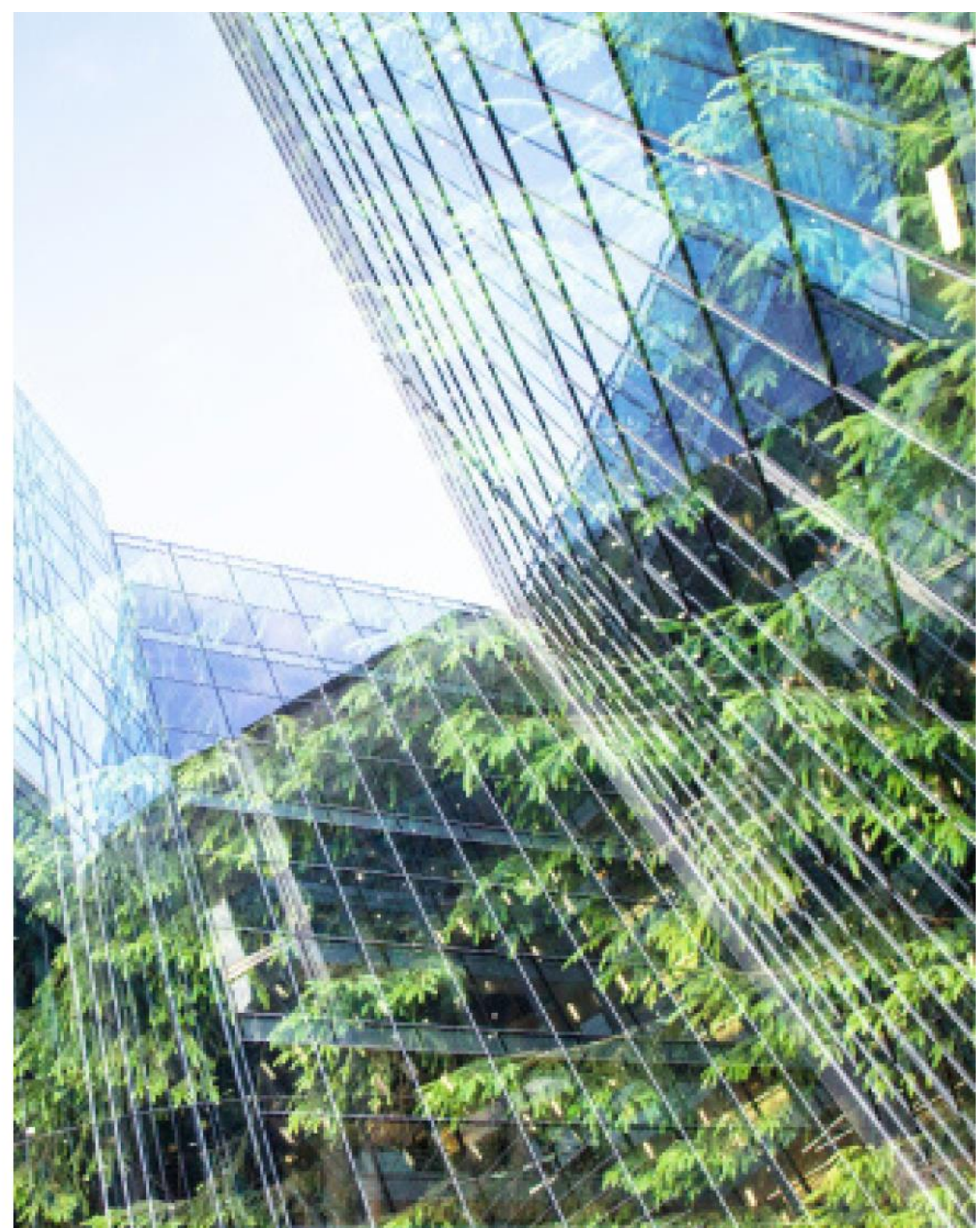


Sustainable Finance and Digitalization

Pathway Focuses

- **Greening of Finance**
- **Digital Innovation**
- **Sustainable Investments**

International challenges such as climate change are transforming the global investment landscape. Students will learn the crucial role of finance to address sustainable challenges and explore both the investment portfolio toward climate-friendly assets and the transition to a green economy. Thus, students will engage in practical applications of blockchain technologies.

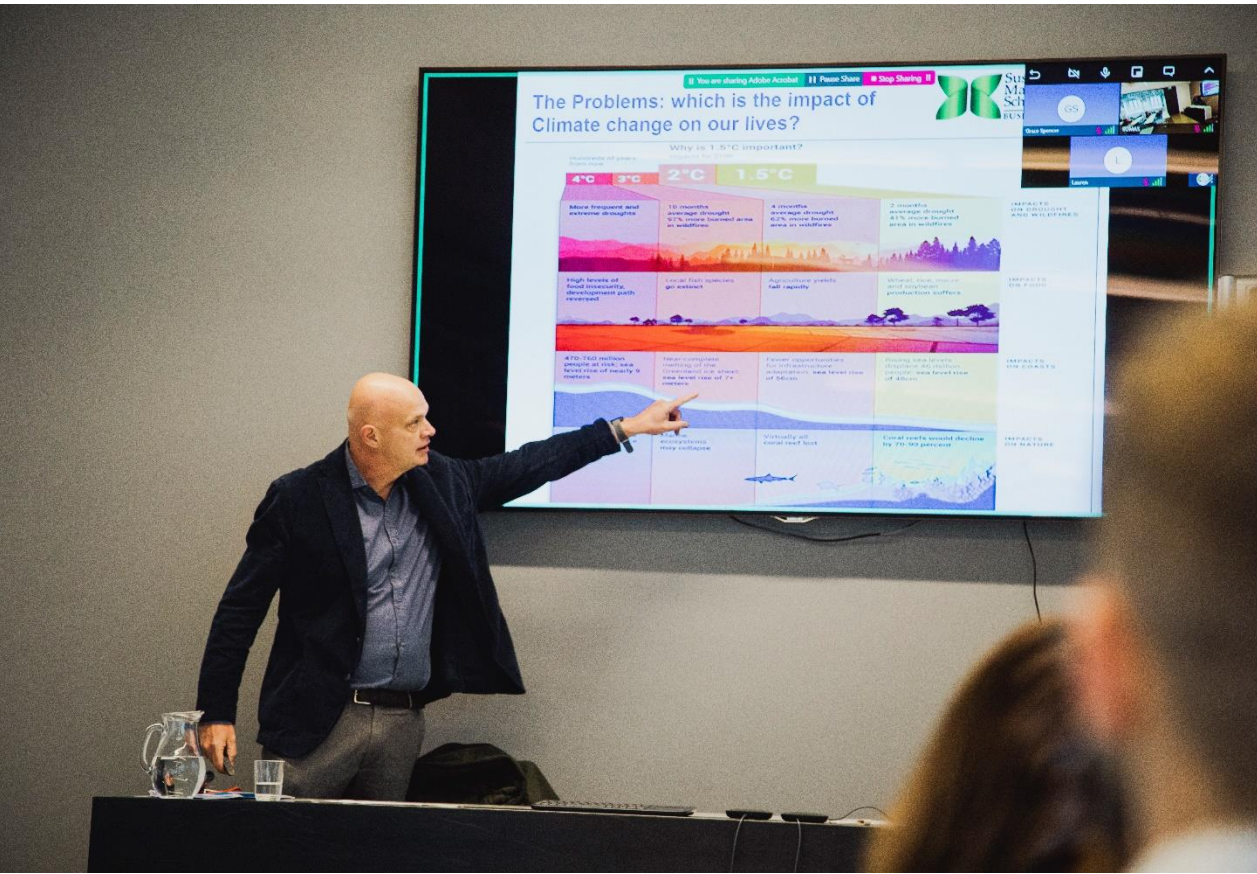


Experiential Camp in Switzerland or Milan (optional) – Sustainable Milan, Culinary Art. Food Anthropology and Sustainable Development



Gen Z and Sustainability: they will Change the world?"

Ezio Ravaccia, Chief Investment Officer at Solar Ventures Capital



Study in a global classroom

And connect with students from all over the world



Study in a Global Classroom and connect with students from all over the world, meet your SUMAS Professors in weekly online sessions.



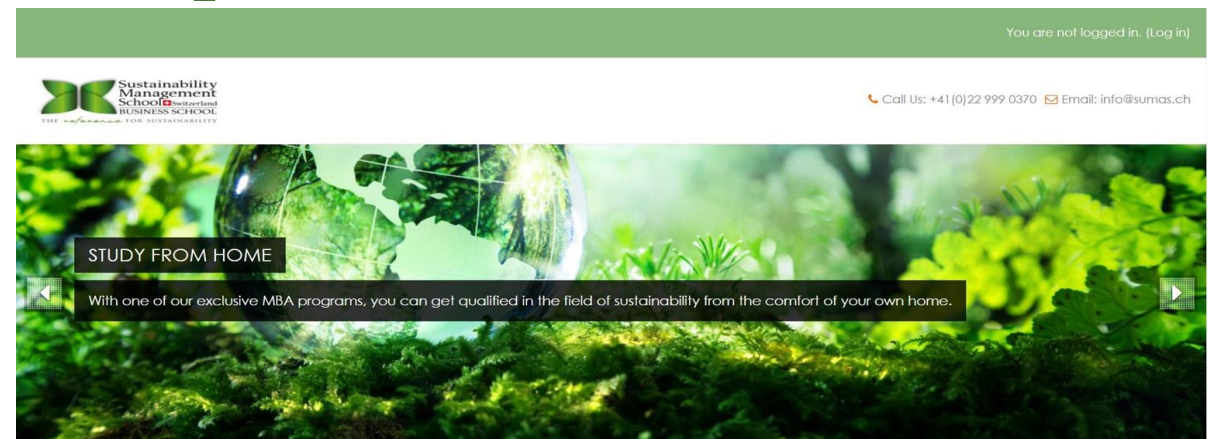
Online Learning Tools

The E-learning Platform, Moodle, provides all the tools to conduct the learning outcome objectives. It is a **centralized place** containing all the content as well as online learning activities. The E-learning Platform also facilitates the assessment procedures as students will receive our regular grading & feedback to continuously improve. Additionally, we will present all our latest news, updates and support information for you also on the E-Learning platform.



E-Learning Platform – Moodle

- Online Learning Activities
- Students Support
- Students Progress
- Continuous Communication



Online Learning Tools

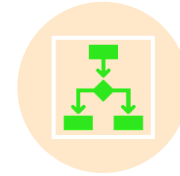
- **Assignment** activity is designed to communicate tasks, collect students work and provide grades and feedback.
- **Chat** activity is designed for students to have text-based, real-time synchronous discussions about different questions relevant to the Course.
- **Choice** is used as a quick poll to stimulate thinking about a topic, quickly test students' understanding and facilitate student decision-making, for example allowing students to vote on a direction for the course
- **Database** is used as a collaborative collection of web links, books, book reviews, journal references to organize peer-review and cumulative data collection.
- **Feedback** is used to create a custom survey for collecting feedback from participants using a variety of question types.
- **Forum** is designed to have asynchronous discussions i.e. discussions that take place over an extended period of time.



Assignment



Chat



Choice



Database



Feedback



Forum

Fast-Track

DIRECT ENTRY INTO OUR BACHELOR PROGRAMS

Upon completion of the SUMAS CrS program students will obtain direct entry and receive 21 US academic credits to fast-track bachelor studies in only 5 semesters.



Fast-Track Benefits

	Year 1		Year 2		Year 3	
Semesters	1	2	3	4	5	6*
Lake Geneva Campus	CHF 16'600	CHF 16'600	CHF 16'600	CHF 16'600	CHF 16'600	CHF 16'600
Milan City Campus	€ 8'850	€ 9'800	€ 8'850	€ 8'850	€ 9'800	€ 8'850
		Including Experiential camp*			Including Experiential camp*	Except for CrS Fast-track students
Expenses & Materials	CHF/€ 250	CHF/€ 250	CHF/€ 250	CHF/€ 250	CHF/€ 250	CHF/€ 250
Online Campus	CHF/€ 8'850	CHF/€ 8'850	CHF/€ 8'850	CHF/€ 8'850	CHF/€ 8'850	CHF/€ 8'850

Non-refundable application fee: CHF/€ 150
(except for CrS students)

Obtain **direct entry** upon completion of the SUMAS CrS program. Receive **21 US Credits** to fast-track your Bachelor studies in **5 semesters instead of 6.**

*BBA6 does not apply to CrS students.

*Accommodation and entrance tickets included, meals and transportation not included.

SUMAS CrS Certificate



SUMAS CrS Transcript

Final Transcript Sample



TRANSCRIPT

Name:	
Student ID:	

Program:	SUMAS Career-related Studies in Business and Sustainability
Academic Years	2020-2022
Track*	Sustainable Hospitality

Course	Level	Grade	IB Grade	SUMAS CTS
FOUNDATION COURSES - 240 learning hours				
	HL			
Key dimensions of sustainability, climate change, business cases for sustainability, circular economy, lifecycle analysis, product design and innovation, sustainable innovation in various industries, key elements of leadership, group dynamics and high performance teams, cross-cultural competencies, change management, systems thinking.	75	A	6	12
Applied Component - 150 learning hours				
	SL			
Sustainability Leadership Experience	90	A	7	3
Integrative Project Experience: SUSTAINABLE HOSPITALITY				
- Sustainable guest experience				
- Technological green hospitality solutions				
- Leadership and intercultural skills				
	90	A	7	6
Final External Assessment				
	PASS			
FINAL GRADE				A
FINAL IB GRADE				6
Cumulative GPA				
FINAL RESULT				CP AWARDED
SUMAS Credits Attempted (CTS)				21
SUMAS Credits Awarded (CTS)				21

Ivana Modena, Ph.D.
President

- * Tracks:
- Nature Conservation
 - Sustainable Hospitality
 - Sustainable Culinary Art
 - Sustainable Tourism
 - Sustainable Fashion
 - Sustainable Finance and Digitalization



University Recognition

SUMAS CrS Alumni

SUMAS CrS® alumni also go on to pursue a range of HE courses at other leading worldwide institutions:

Switzerland: Sustainability Management School, [Ecole Hôtelière de Lausanne \(EHL\)](#), Glion Institute of Higher Education, [International University of Geneva](#)

United Kingdom: Brunel University London, [Durham University](#), [King's College London](#), Loughborough University, [Oxford Brookes University](#), Queen Mary University, [University of Leeds](#), University of Essex, [University of Kent](#), University of Sussex, [Newcastle University](#), University of Stirling

Italy: Sustainability Management School, [Università Bocconi](#), Istituto Marangoni, [John Cabot University](#)

Netherlands: Fontys University of Applied Science (Business), [Amsterdam University \(Social Sciences\)](#)

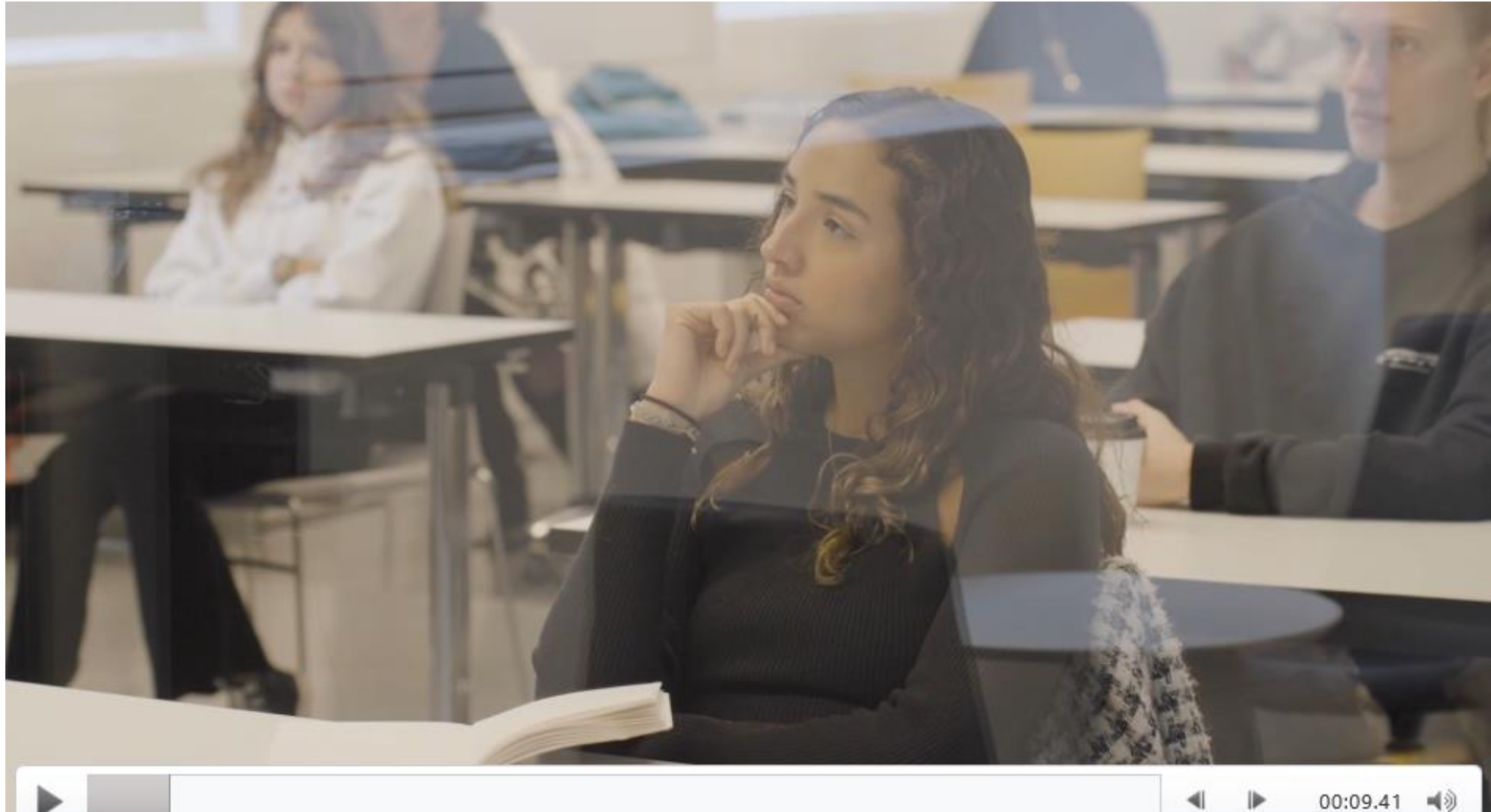
United States: [Berklee College of Music](#), [Pennsylvania State University \(US\)](#), LIM College (New York), [Pace University, New York \(Business\)](#).

Canada: [University of Toronto](#), Simon Fraser University

Asia & Pacific Regions: Liverpool University (Suzhou, China), [University of Canterbury \(New Zealand\)](#)

SUMAS CrS® Students Testimonials

Please click on the link to view video: https://www.youtube.com/watch?v=JgAB-_G5s5Y&t



SUMAS CrS® Students Testimonials

Please click on the link to view video: <https://www.youtube.com/watch?v=BeQNUMqIUMY&t>



Harry Pryke

*SUMAS IBCP Student at
Collège du Léman - Switzerland*



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.



Jessica Clement

*SUMAS IBCP Student at
Renaissance College – Hong Kong*



My most favoured part of the SUMAS CRs is the interactive sessions with other students and professors around the world; a global classroom that allows for diverse learning that opposes the traditional teaching standard.

Imnalema Jamir (Alem)

SUMAS IBCP Student at PREM – Thailand



Before joining SUMAS CrS Programme, I wasn't aware of the importance of sustainability and environmental issues.

I have enjoyed the variety of practical activities and experiences, compared to my DP subjects.

My most successful outcome is what I have learned about myself as a leader, leadership in general and its importance for future careers.



Thananya Hamblin (Tanya) *SUMAS IBCP Student at PREM – Thailand*



Thanks to SUMAS I learnt a lot about team working.

I could understand my strengths in a team setting and how teammates complement one another.

Also, SUMAS online platform is very functional and helpful, I used it as my main source for information.



Arthip Sukthon (Fin Taylor)

SUMAS IBCP Student at PREM – Thailand

The IBCP SUMAS Programme is intense, but I would recommend it to anyone whose passions lie between leadership and learning about real life business challenges.

The course works into different angles, including personal growth and development.

I really enjoyed that the learning outcomes of the course can be applied to different industries.



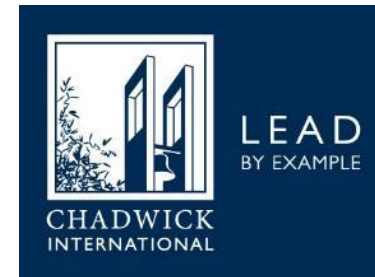
Benjamin Prasarttongsoth

*SUMAS IBCP Student at
PREM – Thailand*



SUMAS Programme has a strong focus on business and sustainability.

It helped me to develop essential leadership skills such as team communication and public speaking.



Minkyu Robin Kim

*SUMAS IBCP Student at
Chadwick International – Korea*

The best part of learning with SUMAS was the cooperative works that were done with my teammate during the eco-club and learning things that I have never overlooked before, with professors.



Lisa McSweeney

*Career-related Programme Coordinator at
PREM – Thailand*

Please click on the link to view video: <https://youtu.be/LQuHRtzOf0A>





Mary Catherine (Katie) Williams
*IB Career-related Programme
Coordinator
Fairgreen International School - Dubai*



Fairgreen International School is fortunate to be partnered with SUMAS CRS.

SUMAS staff are knowledgeable, professional, accommodating and friendly.

Fairgreen students and teachers enjoy working with the SUMAS team, they have helped to elevate the quality and marketability of our CP program.



Béatrice Gillet

*IB CP Coordinator at
Haut-Lac - Switzerland*

SUMAS is an ideal CrS for CP students who wish to be well rounded and on track with sustainable management, that is going to impact all future careers.



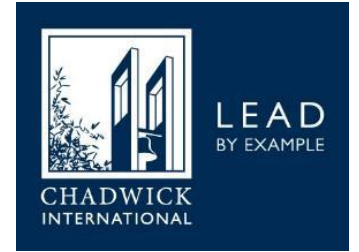
Wilma Shen

IB Career-related Programme Coordinator at Renaissance College – Hong Kong

SUMAS CrS Programme challenges students to think about the notion of sustainability and the achievement of a balance between economic progress, ecological equilibrium, and social equity.

Another strength of the programme is the flexibility and adaptability offered by SUMAS whereby students feel supported, listened to and challenged to bring out the best of their potential and capability.





Jason Reagin

IB CP Coordinator at Chadwick International - Korea

The SUMAS CrS courses that students at Chadwick International have undertaken are well designed and delivered.

Additionally, the students have reported back to me how much they feel challenged and have enjoyed the courses thus far.

As a CP Coordinator, I have felt very connected to the staff at SUMAS through frequent communication and dialogue. The mix of synchronous and asynchronous lessons has been very useful for the students.



Swiss Campus, Gland

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