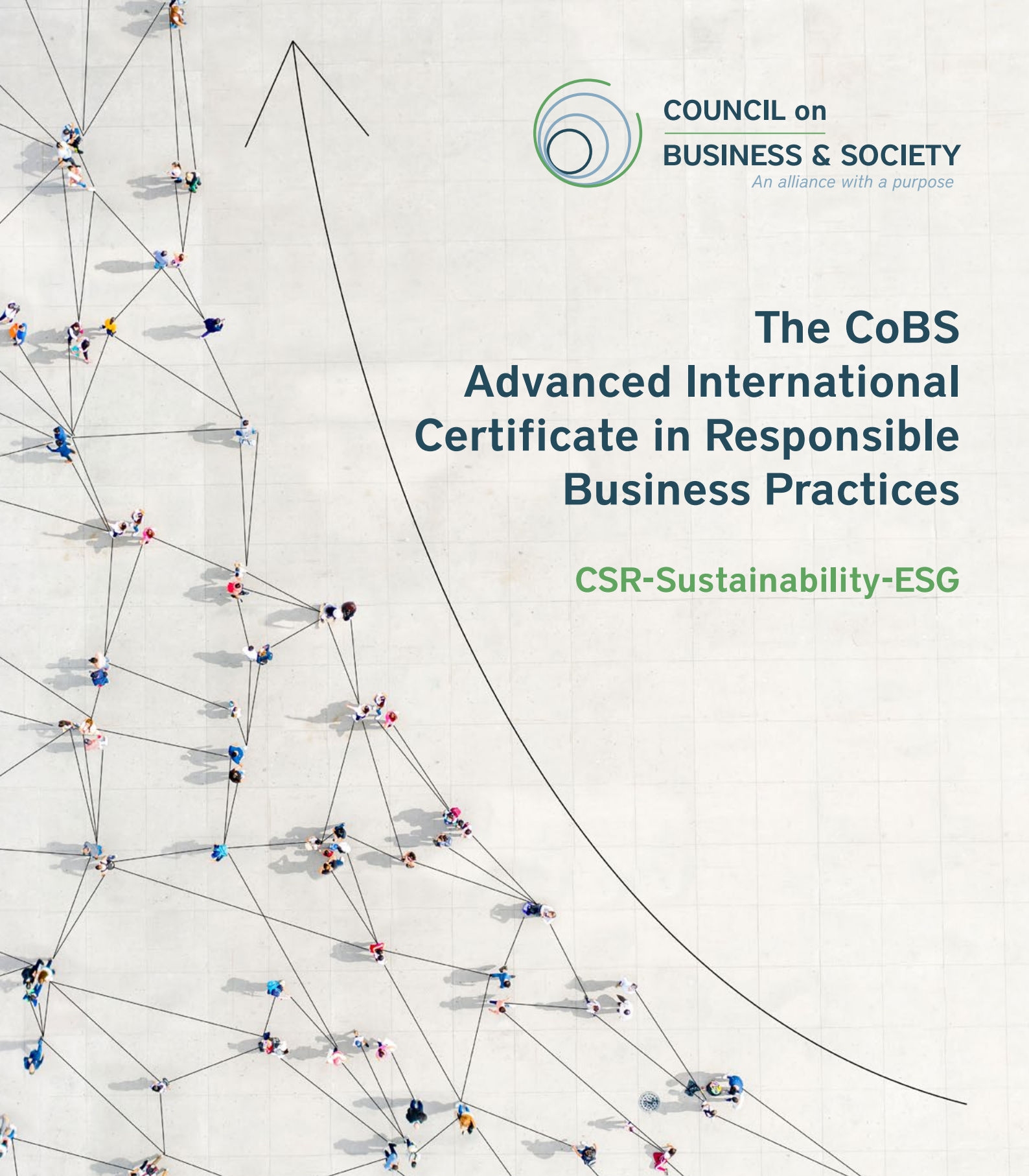


**COUNCIL on
BUSINESS & SOCIETY**
An alliance with a purpose

The CoBS Advanced International Certificate in Responsible Business Practices

CSR-Sustainability-ESG



WHAT IS THE CoBS?

The Council on Business & Society (CoBS), founded in 2011, is an alliance of leading international business schools dedicated to promoting responsible leadership and business.

It's 11 member schools are present on 6 continents and in 15 countries. Together, they count 21 campuses, 49,000 students, and 482,000 alumni.

- ESSEC Business School, France, Singapore, Morocco
- FGV-EAESP, Brazil
- School of Management Fudan University, China
- IE Business School, Spain
- Keio Business School, Japan
- Monash Business School, Australia, Malaysia, Indonesia
- Olin Business School, USA
- Smith School of Business, Canada
- Stellenbosch Business School, South Africa
- Trinity Business School, Trinity College Dublin, Ireland
- Warwick Business School, United Kingdom.

WHAT IS THE CoBS ADVANCED INTERNATIONAL CERTIFICATE IN RESPONSIBLE BUSINESS PRACTICES?

The CoBS Advanced International Certificate is a two-path master's and MBA-level course designed to:

- **Offer students unique exposure to an international studies dimension, knowledge, and network.**
- **Provide students with the necessary skills and enablers to open up meaningful and impactful careers.**
- **Deliver a premium-branded certificate from leading business schools reputed for their commitment to responsible leadership and business practices.**



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In the midst of a complex era characterized by multiple crises and rapid and profound change, companies, organizations, and their leaders must play a pivotal role in addressing the challenges that lie ahead. To achieve sustainable performance over the long term, a responsible approach to business will be essential for making sound decisions. The CoBS certificate provides aspiring leaders with the cutting-edge knowledge and tools they need to become fully equipped for responsible leadership.

**Prof. Vincenzo Vinzi,
Dean of ESSEC Business School.**



unified response.

This CoBS Advanced International Certificate equips tomorrow's managers with the knowledge and practices necessary to drive responsible business, provides the tools to work collaboratively and innovatively, and fosters a mindset that looks beyond borders and barriers. Students will learn to balance economic performance with social and environmental stewardship, ensuring their decisions to leave a positive impact on the world.

Join us in redefining business leadership and be the change the world needs. You will emerge as leaders not only with a robust understanding of the market but with a vision to transform it for the betterment of society and the environment.

Prof. Xiongwen Lu, Dean of School of Management Fudan University.



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The brand new CoBS certificate provides students with a fantastic learning opportunity to benefit from the knowledge and expertise of faculty and students across the 11 business schools in this alliance. Understanding how and why companies must engage in important and urgent issues and debates about the role of business in society, ethics and sustainability is essential for all students studying business and preparing for their future careers. The certificate offers you the opportunity to be part of an exciting and innovative global learning collaboration!

Prof. Frederik Dahlmann, Warwick Business School, University of Warwick



© Noir sur Blanc

I believe the CoBS Advanced Certificate offers students a unique, comprehensive and truly international CSR and sustainability learning experience culminating in the Fudan-CoBS intensive program in Shanghai. It's the kind of learning journey I would have loved to participate in as a student!

Prof. Adrian Zicari, ESSEC Business School, Academic Director of the Council on Business & Society

PURPOSE

The CoBS Advanced International Certificate: Purpose

If you believe in bringing positive impact to your future career, organisation, society, and planet. If you are passionate about working across frontiers and adding meaning through a career in the fields of CSR, ESG, and Sustainability. And if you wish to top up your current studies with a dedicated focus on responsible leadership to trigger your understanding and practice.

Join your peers from 11 leading international business schools and gain a unique global, regional and local perspective to enlighten your path to lead positive impact.



WHY CHOOSE THE CoBS ADVANCED INTERNATIONAL CERTIFICATE?

- REASON 1**
COMPLEMENT YOUR STUDIES AND FUTURE CAREER CHOICE WITH DEDICATED CSR, ESG, AND SUSTAINABILITY KNOWLEDGE
Feel enlightened, feel inspired, be actionable. Learn and practice with top faculty, practitioners and researchers from one of the founding parents of responsible leadership: The Council on Business & Society
- REASON 2**
ACQUIRE A TRULY WORLD VIEW THAT TAKES IN GLOBAL, LOCAL AND REGIONAL STAKES
Learn, compete, visit and co-develop with faculty and student peers from leading business schools present on 6 continents: Asia, Australia, Europe, North America, South America.
- REASON 3**
COMBINE TOP-LEVEL KNOWLEDGE AND TAKE ON PRACTICAL CHALLENGES IN A DIVERSE, MULTICULTURAL ENVIRONMENT
Challenging, stimulating, friendly, relevant are words to describe the CoBS Advanced Certificate experience – from flexible, study-alone modules to business simulation teamwork to student cohort workshops and case studies.
- REASON 4**
EXPAND THE DIVERSITY OF YOUR CONTACTS AND BUILD AN INTERCONTINENTAL NETWORK
Interact with faculty, researchers and student peers from CoBS member schools through online forums, competitions, workshops and corporate and cultural visits.
- REASON 5**
EARN A PREMIUM ADVANCED CERTIFICATE AND ADD AN INTERNATIONAL JOB ENABLER TO YOUR STUDIES
Meet and debate with leading business figures in the fields of entrepreneurship, CSR, ESG and Sustainability, and take part in a stimulating week's intensive at School of Management Fudan University in Shanghai, China.

THE PROGRAM

The 3 Bricks of the CoBS Advanced International Certificate



- **Build and develop your own company** taking into account sustainability and CSR variables via a challenging business simulation
- **Study practical and relevant online modules** crafted by leading international faculty from the CoBS schools that provide global, regional and local contexts in responsible business practice.
- **Participate in live lectures** delivered by a subject matter expert and top faculty researcher
- **Meet and debate live** with a business world VIP & change-maker
- **Spend an enriching,** transformational intensive week on the School of Management Fudan University campus, Shanghai, China.

The number of credits granted for the intensive week are determined by your home school.



THE PROGRAM: BRICK 1



1. BUSINESS & SUSTAINABILITY SIMULATION: 10TH-12TH APRIL, 2024

- Taking into account sustainability variables, build and develop your company in a competition that pitches you against other master's and MBA student teams from the schools of the Council on Business & Society.
- 2.5 days introduction to the scenario and simulation, practice against the computer, coaching and feedback from CoBS faculty
- In teams: 2.5 days in competition mode from 10th-12th April, competing against other teams in the CoBS student cohort, adjudication by a jury including business change makers.
- Prizes (winner, runner up team) plus certificate.

The number of credits granted for the intensive week are determined by your home school.



THE PROGRAM: BRICK 2



2. ONLINE MODULES & LIVE LECTURES: JUNE 1ST-30TH, 2024

- Follow 3 online modules depending on your knowledge gaps, areas of interest, and career aspirations. Modules are CSR, ESG, and Sustainability-focused. Each one has been developed by a leading faculty-research member of a CoBS member school and based on the "CoBS 3 Pillars of Responsible Leadership": Ethical Leadership, Responsible Governance, Measuring and Guiding Impact. Total online time: 3 hours video time to be followed when you want, where you want.
- One online live lecture of 1 hour: Date and time to be determined.
- One online meet and debate with a responsible business change-maker: 1 hour, date and time to be determined.
- Certificate of completion.

The number of credits granted for the intensive week are determined by your home school.



THE PROGRAM: BRICK 3



3. INTERNATIONAL INTENSIVE WEEK: 15TH-19TH JULY, 2024

THE FUDAN-CoBS INTENSIVE PROGRAM

For MBA students and master's students with work/internship experience

- A 35-hour intensive week at on the School of Management Fudan University campus in Shanghai, China
- On the theme of Responsible Entrepreneurship & Intrapreneurship in China
- Includes: Welcome dinner, interactive lectures, case study competition, company and cultural visits, and business change-maker encounter.
- Upon completion, students will be delivered a Fudan-CoBS certificate.

Students completing the full learning path of 3 bricks will earn the Advanced International Certificate featuring the School of Management Fudan logo, your home school logo, and the Council on Business & Society member schools banner.

The number of credits granted for the intensive week are determined by your home school.



THE INTENSIVE WEEK 2024: INSIGHTS

An intensive week for MBA and master's-level students with work/internship experience, exclusively open to students from the 11 CoBS member schools.



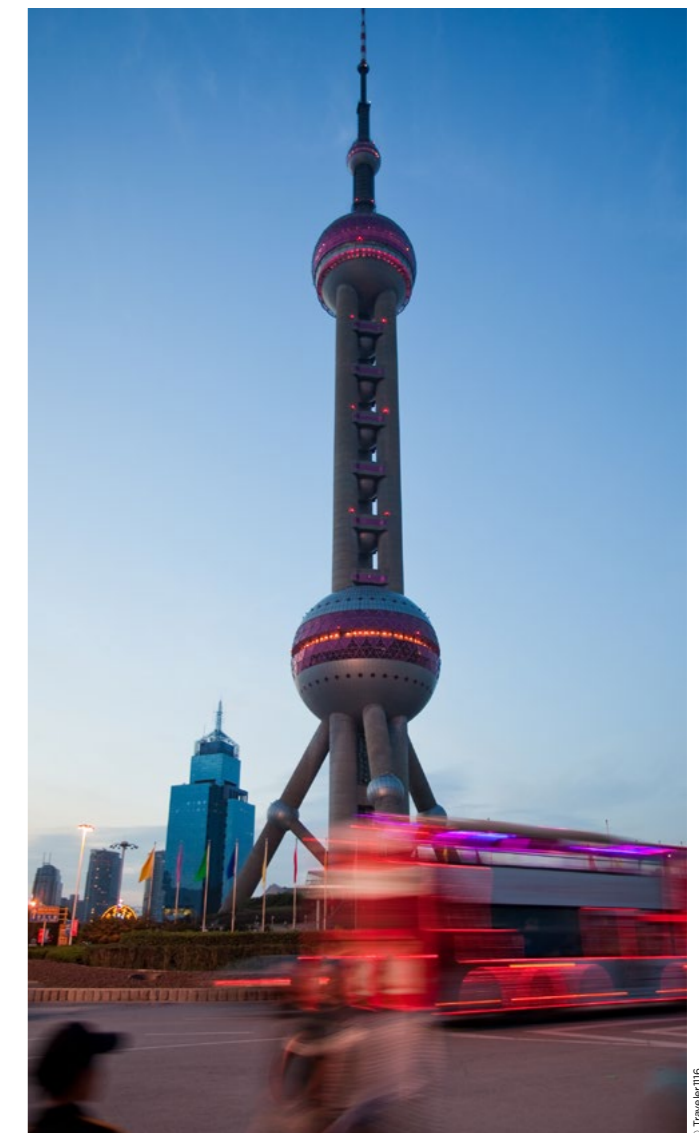
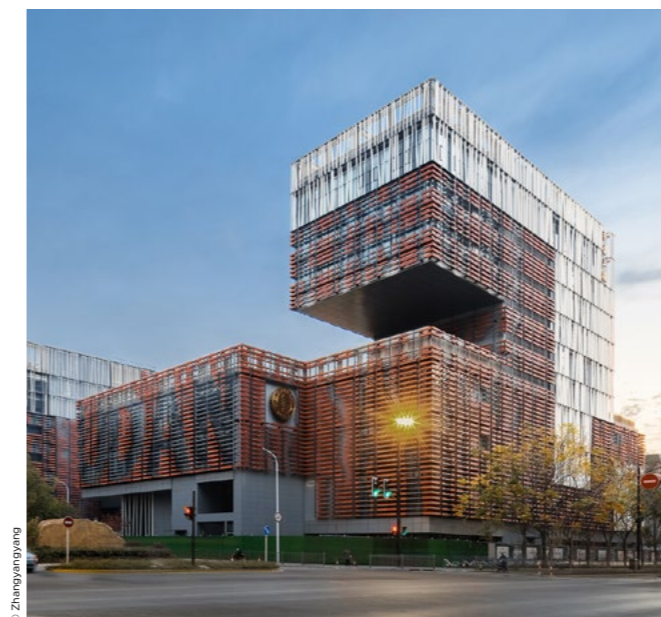
15TH-19TH July, 2024:

THE FUDAN-CoBS INTENSIVE WEEK AT SCHOOL OF
MANAGEMENT FUDAN UNIVERSITY, SHANGHAI, CHINA.

Theme: Responsible Entrepreneurship & Intrapreneurship in China.

- This one-week program including lectures, company visits (lunch boxes) and case studies etc. is offered free.
- Accommodation is offered free on site.
- A welcome dinner is hosted by Fudan for all participants.
- A Fudan letter of invitation is offered for visa purposes.
- Airfare to Shanghai is either paid fully by the student, part-subsidized by the student's school, or fully integrated into the student's program tuition fees (depending on the student's home school policy).

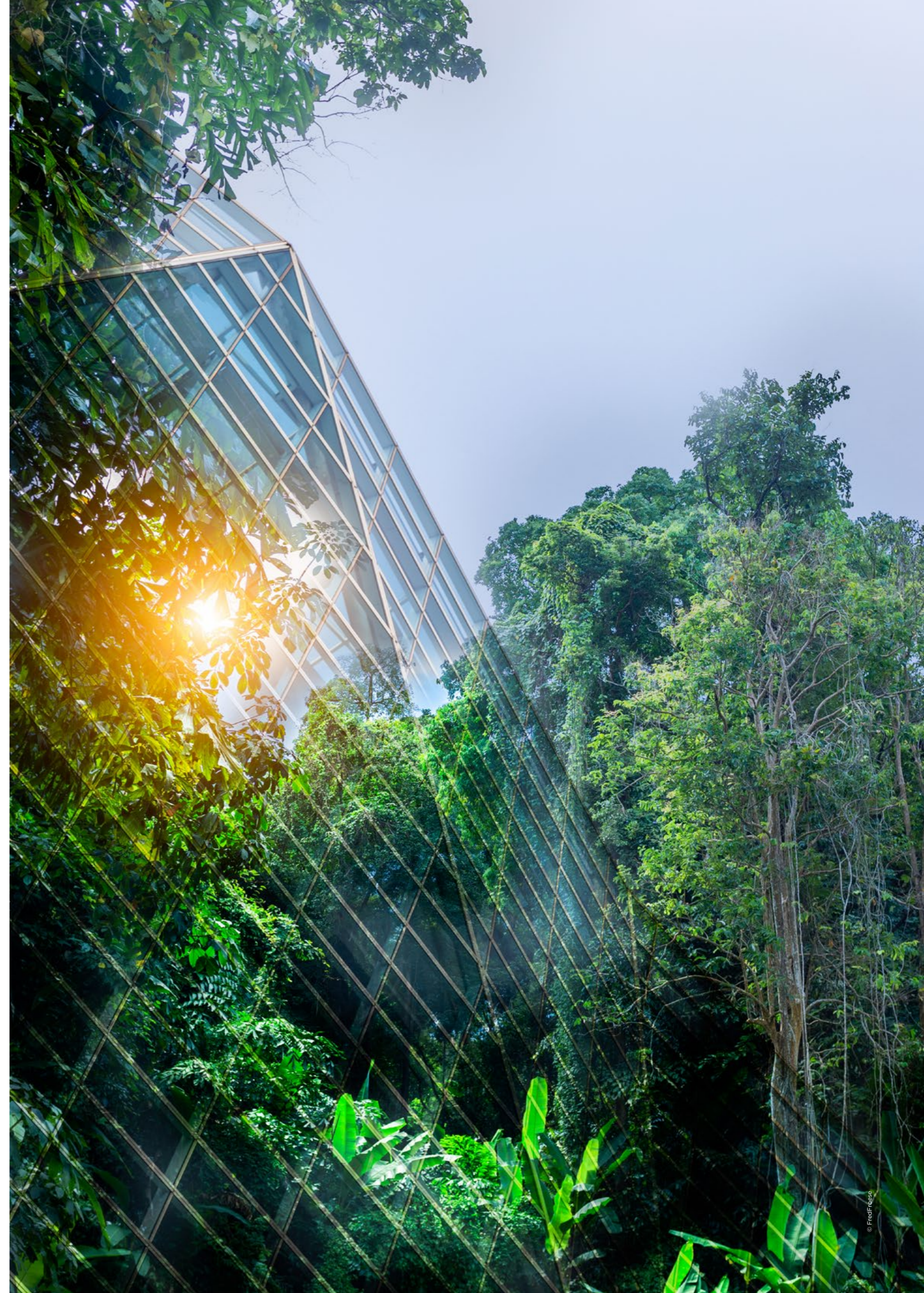
The number of credits granted for the intensive week are determined by your home school.



THE INTENSIVE WEEK 2024: CURRICULUM

DAY 1 MONDAY, JULY 15	DAY 2 TUESDAY, JULY 16	DAY 3 WEDNESDAY, JULY 17	DAY 4 THURSDAY, JULY 18	DAY 5 FRIDAY, JULY 19
Dean's Welcome Prof. Zhiwen Yin 08:30-08:50	Interactive Lecture CSR and business ecosystems Part 1 <i>Prof. Xintong ZHAN</i> 09:00-10:30	Interactive Lecture Chinese customer insights and new marketing practices in ethical consumption <i>Prof. Mengran XU</i> 09:00-10:30	Interactive lecture Disruptive Innovation of China's Digital Pioneers Part 1 <i>Prof. Xueqi WEI</i> 09:00-10:30	Case Presentation 09:00-11:00
Program Overview Academic Director 08:50-09:00				
Interactive Lecture Chinese Economy Overview: Towards a Sustainable Growth Part 1 <i>Prof. Xiaozu WANG</i> 09:00-10:30				
Coffee-break 10:30-10:45	Coffee-break 10:30-10:45	Coffee-break 10:30-10:45	Coffee-break 10:30-10:45	Coffee-break 11:00-11:15
Interactive Lecture Chinese Economy Overview: Towards a Sustainable Growth: The impact of UN SDGs on Chinese companies and business transformation Part 2 <i>Prof. Xiaozu WANG</i> 10:45-12:00	Interactive Lecture CSR and business ecosystems: Can peer pressure further CSR? Part 2 <i>Prof. Xintong ZHAN</i> 10:45-12:00	Interactive Lecture Chinese customer insights and new marketing practices in ethical consumption <i>Prof. Mengran XU</i> 10:45-12:00	Interactive lecture Disruptive Innovation of China's Digital Pioneers: Future trends in using digital tools to promote responsible innovations and business growth in China and Asia Pacific Part 2 <i>Prof. Xueqi WEI</i> 10:45-12:00	Reflection Session Fudan Certificates Handing-out & Group Photos 11:15-12:00
Lunch 12:00-13:30	Lunch 12:00-13:30	Lunch 12:00-13:30	Lunch 12:00-13:30	Lunch 12:00-13:30
Company Visit 1 (tbc) Meet and debate with a business change-maker CSR winning companies 13:30-16:30	Cultural Experience Taichi Lesson 13:30-14:30 Fudan Campus Tour 14:30-15:30	Case Study Break-out Room Discussion and Preparation 13:30-16:30	Company Visit 2 Freshippo (tbc) 13:30-16:30	Shanghai City Tour (lead by students from Fudan) 13:30-16:30
Welcome Dinner 17:30-19:00	Free Time	Free Time	Free Time	Program Closing

- Courses
- Cultural, Social Activities
- Team Work and Reflection
- Company Visit
- Coffee-break, Lunch and Free Time





ADMISSION REQUIREMENTS

We seek and encourage students and participants with the following attributes to apply for the Advanced International Certificate:

Rigorous, open-minded, international in mindset, resilient, respectful of diversity, creative-innovative, ethical, action-oriented, objective, analytical, curious, enlightened, involved, solutions-oriented, willing to go the extra mile, quality-driven, professional in attitude and execution.

As a general guideline, students must already have completed classes in (either or all) marketing, management, strategy, and finance.

FOR MASTER'S STUDENTS WISHING TO FOLLOW ONLINE MODULES + BUSINESS SIMULATION + INTENSIVE WEEK:

You must be currently enrolled in a program at master's level in one of the CoBS member schools (see list on page 2).

Ideally, master's level students should have work or internship experience, demonstrate good grades throughout their academic journey in their home school, and show a passion for the areas the advanced international certificate covers.

You must provide a letter of motivation explaining your passion and interest for the CSR, ESG, Sustainability fields. What you understand by responsible leadership. Your career aspirations. Your work/internship experience. Your CV.

As a general rule, each school will approve participating students according to the minimum requirements each school will set for them.

FOR MBA PARTICIPANTS WISHING TO FOLLOW ONLINE MODULES + BUSINESS SIMULATION + INTENSIVE WEEK:

You must be currently enrolled in a program at MBA level in one of the CoBS member schools (see list on page 2).

You must have at least 4-5 years of full-time work experience and professional achievement.

You must provide a letter of motivation explaining your passion and interest for the CSR, ESG, Sustainability fields. What you understand by responsible leadership. Your career aspirations.

As a general rule, each school will approve participating students according to the minimum requirements each school will set for them.

Visit the CoBS
Advanced International
Certificate web page





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Through the CoBS Advanced International Certificate, our schools and students will reach a much higher level of collaboration and partnership. Moreover, the certificate will enable knowledge to flow – and to grow – between our master’s and MBA populations within the alliance.

Deputy Dean Tales Andreassi, FGV-EAESP



Working with the CoBS member schools to develop this learning offer has been an incredible experience of cooperation, innovation and commitment to the student and CSR-Sustainability experience it hopes to provide. I can only begin to imagine the amazing benefits and opportunities it will bring students from these superb schools to meet, learn and work together – now and in the future.

Tom Gamble, Executive Director, Council on Business & Society



The CoBS certificate is designed to provide students with a unique opportunity to learn about the intersection of business and society, with experts from 11 leading institutions in the world. The certificate embodies our values of diversity of perspectives,

innovation in pedagogy, responsible leadership education, and humanistic spirit that motivates the empathetic understanding of business and society challenges that undoubtedly have implications for individuals, groups, and communities at large. Enriching their domain expertise and business skills with the CoBS Certificate allows our students not only to elevate the conversations on responsible business, but also to turn ideas into real action as future leaders and agents of transformation.

I am proud of the teams that created and curated the CoBS Certificate. And as our students embrace this opportunity I am excited for what comes next, knowing that they will not only broaden their horizons but also leave an indelible mark on the world!

Prof. Aarti Ramaswami, Executive Vice President, Dean of Pre-Experience Programs, ESSEC Business School



There is no question that the role of business in society is changing. I’m excited for the opportunity that students will have via the Certificate to equip themselves with the latest thinking and know-how in this new normal.

Prof. Elspeth Murray, Smith School of Business, Queen’s University



COUNCIL on
BUSINESS & SOCIETY

Getting involved

Business, society, planet

*A singular presence
with a global mission*

REACH US

The Council on Business & Society website:
www.council-business-society.org

The Council Community blog:
<https://cobsinsights.org/>

 [the-council-on-business-&-society](https://www.linkedin.com/company/the-council-on-business-&-society)

 [@The_CoBS](https://twitter.com/The_CoBS)