

# ESSEC BUSINESS & SUSTAINABILITY LEADERSHIP PROGRAM

2025



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

## Unlock Sustainability and Leadership Excellence in 5 Days

7 - 11 July 2025 | 5 Nepal Park, Singapore 139408





# 1 GROUNDBREAKING PROGRAM

## UNDERSTAND GLOBAL BUSINESS AND SUSTAINABILITY IN ASIA

Supported by 12 world-leading business schools under the Council on Business & Society (CoBS), this program is hosted at ESSEC's Asia-Pacific campus in Singapore. It combines top-tier global business education with a focus on **strategies, innovation & entrepreneurship, finance, marketing, sustainability and supply chain** in the dynamic **Asian market**.

Elevate your CV, skills, and knowledge through hands-on experiences and real-world challenges. Whether advancing your career or preparing for a Master's degree, this program provides the tools, network, and insights to transform your global business journey.



## WHY WE ARE A GAME CHANGER



**The Only Program of Its Kind:** Endorsed by 12 top business schools worldwide, this program offers a truly global perspective on business and sustainability in Asia.



**Exclusive Certification:** Earn a certificate each from ESSEC Business School and CoBS, an elite global alliance of 12 leading business schools.



**Learn from Asia's #1 Master's Programs:** Taught by faculty from QS Asia's #1 Master in Finance and Master in Strategy & Management of International Business (2025).



## PROGRAM BENEFITS



### **Strategic Decision-Making**

Develop the ability to make data-driven decisions from a corporate- and sustainability-driven perspective.



### **Real-World Applications**

Gain insights through practical experiences, working directly on real business challenges faced by multinational corporations.



### **Network with Industry Leaders**

Visit top global companies and gain insights from Singapore's Silicon Valley.



## OUR CREDENTIALS

ESSEC Master in Finance  
**#1 in Asia, #4 worldwide, Financial Times 2024**

ESSEC Master in Strategy & Management of International Business  
**#1 in Asia, #3 worldwide, QS Management Masters Ranking 2025**

ESSEC Business School  
**#8 best business school in Europe, Financial Times 2024**  
**A founding member of the Council on Business & Society**



# WHAT YOU WILL LEARN



The only program of its kind, this 5-day **ESSEC Business & Sustainability Leadership Program** brings together the best in global business education with a focus on Environmental, Social, and Governance (ESG) in business operations, entrepreneurship, finance, marketing, sustainability and supply chain set against the dynamic Asian market.

You'll tackle real-world projects, develop financial strategies, and overcome business challenges through a dynamic simulation exercise where sustainability meets profitability.



## 1. How Businesses Can Adapt to the Transition to a Low-Carbon Economy

Successfully getting to net zero goals requires not only the actions of government policymakers, but also the active support of the private sector. This lecture will discuss options available to the corporate sector that will help usher in a post-carbon future, including managing a carbon tax, ensuring that workers have sufficient green skills, and addressing the risks that climate initiatives could undermine business competitiveness.

### Trainers

#### Prof Jamus Lim

Associate Professor of Economics, ESSEC Asia-Pacific

#### Melvyn Yeo

Founder and Managing Partner, TRIREC Fund Management Pte Ltd

## 2. Ethical Decision Making Simulation

With the support of an online simulator, students will be exposed to a day-in-the-life of a manager. By making decisions in a realistic environment, students will learn who they are as decision-makers. Each student will receive a personalized, written feedback about their decision-maker profile. The class will debrief on the collective results and explore insights for action.

### Trainer | Prof Adrian Zicari

Academic Director, Council on Business & Society

## 3. Integrating Financial Leadership with ESG Best Practices

In this workshop, participants will engage with a case study designed to help them understand and apply key financial principles in leading organizations. They will also explore how to integrate financial decision-making with the implementation of best practices in Economic, Social, and Governance (ESG) areas.

### Trainers

#### Prof Rick Marchese

Professor of Management Practice in Finance, ESSEC Asia-Pacific

#### Stefan Ullrich

Senior Vice President, Eurex

## Highlights

- **5 Days** of Immersive Learning in Business & Sustainability Leadership
- **6** focus areas (Business Strategies, Innovation & Entrepreneurship, Finance, Marketing, Sustainability and Supply Chain)
- Exclusive Dual Certification from ESSEC and the Council on Business & Society

### 4. How Environmental, Social, and Governance impact Marketing Strategy

This workshop helps brands communicate their ESG efforts authentically, avoiding greenwashing. Participants will learn to build consumer trust, craft credible messaging, use digital platforms, and ensure transparency through practical exercises, case studies, and discussions, gaining strategies for sustainable brand success.

#### Trainer | Joe Escobedo

Founder of Escomedia & Higher Education Lecturer

### 5. Insights on Sustainability: The Next Frontier

An exploration of the current state of sustainability transformation, focusing on both environmental and social aspects, with an emphasis on recent regulatory frameworks.

#### Trainer | Prof Adrian Zicari

Academic Director, Council on Business & Society

### 6. Entrepreneurial Thinking and Doing

Discover how entrepreneurship can drive both sustainability and profitability. Learn to build ventures that address global challenges while maintaining a competitive edge.

#### Trainer | Christine Manson

Founder / CEO, Terra Water Indonesia



# PROGRAM SCHEDULE

7 Jul, Mon	8 Jul, Tue	9 Jul, Wed	10 Jul, Thu	11 Jul, Fri
<b>Welcome address</b>  <b>How Businesses Can Adapt to the Transition to a Low-Carbon Economy</b>  <b>Trainers</b> <b>Prof Jamus Lim</b> Associate Professor of Economics, ESSEC Asia-Pacific <b>Melvyn Yeo</b> Founder and Managing Partner, TRIREC Fund Management  <b>Sustainable Supply Chain Management</b>  <b>Trainer</b> <b>Sue Breniman</b> Vice President, Gartner APAC, Singapore  <b>Entrepreneurial Thinking and Doing</b>  <b>Trainer</b> <b>Christine Manson</b> Founder and CEO, Terra Water Indonesia	<b>How Environmental, Social, and Governance impact Marketing Strategy</b>  <b>Trainer</b> <b>Joe Escobedo</b> Founder of Escomedia & Higher Education, Lecturer  <b>Visits to Leading MNCs and Innovative Start-ups</b>	<b>Integrating Financial Leadership with ESG Best Practices</b>  <b>Trainers</b> <b>Prof Rick Marchese</b> Professor of Management Practice in Finance, ESSEC Asia-Pacific  <b>Stefan Ullrich</b> Senior Vice President, Eurex, Singapore  <b>Ethical Decision Making Simulation</b>  <b>Trainer</b> <b>Prof Adrian Zicari</b> Academic Director, Council on Business & Society	<b>Insights on Sustainability: The Next Frontier</b>  <b>Trainer</b> <b>Prof Adrian Zicari</b> Academic Director, Council on Business & Society  <b>Case Discussion and Preparation</b>  <b>Trainer</b> <b>Prof Adrian Zicari</b> Academic Director, Council on Business & Society	<b>Final Case Presentations</b>  <b>Panel Discussion</b>  <b>Presentation Results &amp; Award Ceremony</b>  <b>Closing Keynote &amp; Program Reflections</b>  <b>Drinks &amp; Networking</b>

- In the unlikely event of program cancellation, applicants will be promptly notified, and a full refund of the program fee will be provided.
- Program might be subject to change.

"The program has made a profound impression on me. CoBS surrounded us with professors who actually care about fun and a gamified approach to learn."

**-Kirill Pletnev, Monash Business School,  
Master of Management student**

"The professors delivered outstanding courses related to ESG, approaching the topics such as macroeconomics, corporate innovation, financial investment, marketing, and digitalization. Their unique insights presented a diverse and multi-dimensional view of the ESG world, making me think outside the box."

**-Luke Parker, Stellenbosch Business School,  
MBA student**

# TRAINER PROFILES

**Prof Adrian Zicari**

[Academic Director, Council on Business & Society](#)

As the program lead, Prof Zicari brings extensive expertise in Corporate Social Responsibility (CSR) and sustainable business models. He leads the Council on Business & Society's initiatives to develop responsible leaders and has decades of experience in sustainability-focused teaching and research across multiple continents.

**Prof Jamus Lim**

[Associate Professor of Economics, ESSEC Asia-Pacific](#)

Jamus Lim is an Associate Professor of Economics and a member of the 14th Parliament of Singapore. Previously, he was the Chief Economist of the Thirdrock Group, an investment management and wealth advisory, a Lead Economist at the Abu Dhabi Investment Authority where he oversaw tactical and strategic asset allocation for the sovereign funds.

**Prof Rick Marchese**

[Professor of Management Practice in Finance, ESSEC Asia-Pacific](#)

Rick is a Professor of Management Practice in Finance at ESSEC Business School in Singapore. He teaches courses in corporate finance, valuation, and mergers and acquisitions across undergraduate, graduate and executive programs. He is also the founder and principal of Lares Loreno Private Capital, a Singapore-based investment firm focused on private investments in family businesses and SMEs. He has previously worked in investment banking in Deutsche Bank, Merrill Lynch in the US.

**Stefan Ullrich**

[Senior Vice President, Eurex, Singapore](#)

As the Senior Vice President of Fixed Income Sales at Eurex, Stefan leads growth strategy and client relations across Australia, Singapore, and the Middle East. A passionate advocate for sustainability, Stefan holds a Master of Liberal Arts in Sustainability from Harvard University and teaches Sustainable Finance and ESG Investing at ESSEC Asia-Pacific.

**Sue Breniman**

[Vice President, Gartner APAC, Singapore](#)

Sue brings over 35 years of experience in leading supply chains, with 25+ years in the Asia Pacific region. She has a proven track record of driving successful organizational transformations, leading high-impact, business-critical projects, and managing large-scale global operations. Sue holds an MBA from the Chicago Booth School of Business and a BSc in Industrial Engineering from North Carolina State University. Recently, she was named one of the "Global Top 100 Most Influential Women in Supply Chain."

**Melvyn Yeo**

[Founder and Managing Partner, TRIREC Fund Management, Singapore](#)

Melvyn is the Founder and Managing Partner of TRIREC, a Singapore-based venture capital firm focused on combating climate change. Previously, he was Deputy Head of Wealth Management for Asia at Schroders, leading management and strategic development, and served on the boards of Schroder & Co (Asia) and Hong Kong and Asia Investment Committee.

**Joe Escobedo**

[Founder of Escomedia, Higher Education Lecturer, Singapore](#)

Joe Escobedo, a B2B marketing and sales expert with 20 years of experience in APAC and the US, has advised LinkedIn, Adobe, Oracle, and Salesforce. Honored globally, his book "Asian Growth Stories" topped Amazon. A Forbes contributor with 1M+ views, he also hosts B2B Marketing Asia and lectures at top business schools.

**Christine Manson**

[CEO and Founder, Terra Water Indonesia](#)

Christine Manson is the CEO and Founder of Terra Water Indonesia, focused on providing safe drinking water to local communities. Passionate about empowering communities through sustainable solutions and collaborative partnerships, she has worked with NGOs, government bodies, and the private sector to design programs and foster community resilience in global challenges.





# KEY LEARNING OUTCOMES & HOW YOU WILL BENEFIT

By the end of the program, you will:



**Integrate Sustainability into Business Decisions:** Learn how to incorporate CSR and sustainability into finance, marketing, and operational strategies for long-term business success.

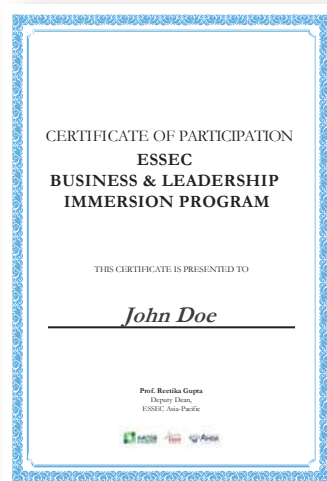


**Learn Ethical Decision-Making:** Learn who you are as a decision maker, explore your strengths and weaknesses in business decision-making.



**Build Strong Networks:** Enhance your professional network through exclusive access to top faculty, global business leaders, and fellow participants.

## CERTIFICATE PREVIEW

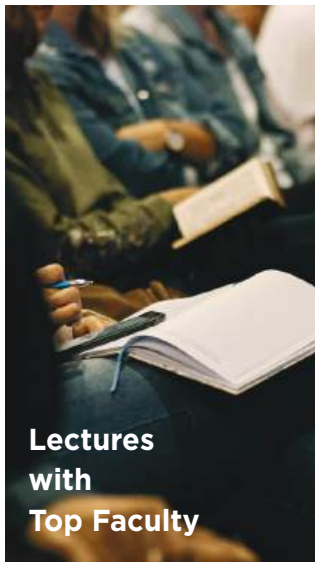


"I greatly enjoyed visiting companies. Being able to see beyond the public reports for investors is always interesting for business students. Seeing people at work, listening to them, and understanding more about each business is crucial for managers like ourselves who face increasingly complex challenges. Learning about different organizational cultures and working methods gives us the chance to reflect and identify opportunities for improvement in our own companies, teams, and business models."

- **Jacqueline Yumi Komura,**  
FGV EAESP, MBA student



# HOW YOU WILL LEARN



## Lectures with Top Faculty

Gain insights from industry experts and ESSEC faculty members behind the world's top-ranked master's programs in management and finance.



## Real-World Simulations

Lead a company in a business simulation, making real-time decisions that integrate sustainability and financial strategy.



## Exclusive Company Visits

Explore the inner workings of global corporations and visit startups to witness how innovation and sustainability drive business success.



## Networking Events

Build connections with peers, professors, and global business professionals.



# KEY QUESTIONS & HOW TO APPLY

## Program Dates

- 7 -11 July 2025

## Location

- 5 Nepal Park, Singapore 139408

## Language of Teaching

- English

## Eligibility

- This program is open to Bachelor's and Master's students from all fields, as well as young professionals with up to 3 years of work experience, who are looking to deepen their understanding of business with a strong emphasis on sustainability, environmental stewardship, social impact, and governance (ESG) practices.

## Application Requirements

- Complete the application form **by 30 May 2025**: <https://forms.gle/AgrCZ6p6P1qXneWd6>
- Upload a copy of your university degree (if any), transcripts and CV.

## Financing

- Course Fees (inclusive of tax, tea breaks, course materials, and activities, excluding accommodation):
  - **SGD 3,900** for the public.
  - **SGD 1,950** for students from ESSEC, partner universities, and CoBS member schools.
  - **Early Bird Discount:** Enjoy a 10% discount when you register before 1 May 2025 or refer a friend to join the program.

- Please note that the proposed courses and schedule are subject to change.
- ESSEC reserves the right to cancel the program if fewer than 20 participants are enrolled. In the event of program cancellation due to unforeseen circumstances, a full refund will be issued.
- Each registrant may apply only one promotional discount at a time.

## Accommodation

Accommodations are not provided and participants are responsible for making their own arrangements.

We are pleased to offer a special promo code for lyf one-north Singapore, conveniently located within a five-minute walk from our campus.

*Terms and conditions apply. For more details, please contact our program advisor.*

*Please note that ESSEC Asia-Pacific is not affiliated with any specific accommodation provider. Any recommendations offered are for informational purposes only and do not imply an endorsement by the school. ESSEC Asia-Pacific assumes no liability for any issues or disputes that may arise between guests and accommodation providers.*

## CONTACT

### Johnny Liang

*Head of Recruitment (ESSEC Asia-Pacific)*

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**WhatsApp | +65 9321 2299**





## ABOUT ESSEC BUSINESS SCHOOL

A pioneer of business-related learning since 1907, ESSEC is the #8 best business school in Europe (Financial Times, 2024). ESSEC also holds the prestigious Triple Crown accreditation, which is awarded to less than 1% of all business schools in the world by the three largest and most influential business school accreditation organizations - EQUIS, AMBA and AACSB. Students can choose to study in 3 continents via our global campuses in Singapore, France and Morocco.

### ESSEC ASIA-PACIFIC

At the invitation of Singapore's Economic Development Board as part of its Global Schoolhouse initiative, ESSEC Asia-Pacific was established in Singapore in 2005. In 2015, ESSEC moved into its new 6,500 sqm campus at one-north. The business school welcomes around 1,000 students on campus every year.



2024 Ranking

**#8 in Europe**  
Business School



2025 Ranking

**#1 in Asia**

- Master in Finance
- Master in Strategy & Management of International Business
- MSc in Marketing Management and Digital
- Master in Data Sciences & Business Analytics

## ABOUT THE COUNCIL ON BUSINESS & SOCIETY

The Council on Business & Society is an alliance open to leading schools of business and management throughout the world with an aim to offer a unique, international and multicultural view of responsible leadership, management, business and societal issues for its students and faculty, practitioners and informed public.

Members of The Council on Business & Society include:

