



安讯教育与科技有限公司  
Axon Consultancy Sdn Bhd

**Duration: 6 Days over 2-3 months**

**Time: 930am – 530pm**

**Assessment: Yes via Individual Essay / Project Report / Project Paper**

**Award: Certificate of Achievement signed by 6 trainers + 4 industry assessors**



# Certified Sustainability Specialist (Business Administration)

## TRAINING OBJECTIVES

By the end of this course, participants will have achieved the following:

- Understand ESG and Sustainability from concept, strategy to implementation.
- Explain risk and opportunities from ESG and Sustainability practices
- Build practical, sustainable and impactful business strategies by embedding ESG and sustainability as part of implementation.
- Discuss Environment, Social, Governance and sustainability impact from existing to strategized implementation.
- Understand ESG and sustainability framework and being able to adjust and adopt for own business implementation.

## IDEAL PARTICIPANTS:

- Executives involved in the roles of establishing sustainability ethos, governance, policies and processes.
- Executives involved in planning and engineering business productions from strategy to operational implementation.
- Executives involved in formulating business strategies and corporate strategies.
- Rating agencies / Insurers / Bank employees / Investors.
- Executives involved in due diligence including KYC Procedures on both suppliers and clients.
- Executives involved in international business and market.

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# Certified Sustainability Specialist (Business Administration)

## Introduction to the Certified Sustainability Specialist (Business Administration) Training Program

In today's business world, the integration of sustainability into core business strategies is not just a trend but a fundamental shift in how modern businesses are expected to operate. The Certified Sustainability Specialist (Business Administration) training programme is designed to equip professionals with the necessary knowledge and tools to drive this transformation. This comprehensive training programme stands out by integrating rigorous sustainability practices within the framework of business administration, preparing participants to lead sustainable business transformations effectively.

### Program Structure and Framework

The training programme is structured around six key units, each focusing on distinct yet interconnected aspects of sustainability in business administration. To ensure a systematic approach to learning and implementation, the program adopts a model that combines the Strategy Management Process and the balanced scorecard framework. This dual-framework approach not only helps in aligning sustainability goals with business objectives but also provides a clear path for evaluation and adaptation, ensuring that sustainability efforts are both effective and measurable.

### Mapping Units to the Framework

#### Stage 1: Planning and Vision

Here, participants are introduced to foundational concepts in **Unit 1: Sustainability & ESG Strategy and Implementation**. This unit sets the stage for understanding the broad vision and strategic imperatives that underpin effective sustainability and ESG initiatives.

#### Stage 2: Strategy Formulation

**Unit 2: Sustainability Business Strategy** delves into crafting strategies that align with sustainability and environmental, social, and governance (ESG) principles. This stage emphasizes integrating sustainability deeply into the strategic planning process of the business.

#### Stage 3: Operationalization

In **Unit 3: Sustainability Standards and Practices Consideration and Implementation**, learners explore the actual deployment of sustainability practices within business operations. This unit ensures that theoretical strategies are translated into practical actions that achieve real-world impact.

#### Stage 4: Market Integration

**Unit 4: Leveraging Sustainability For Market Access** focuses on how businesses can use their sustainability credentials to gain better market access, demonstrating how sustainability can be a significant competitive advantage.

#### Stage 5: Financial Integration

**Unit 5: Sustainability Finance** explores the financial aspects of sustainability, including funding projects and green finance, highlighting the economic viability and benefits of adopting sustainable practices.

#### Stage 6: Monitoring, Reporting and Feedback

Finally, **Unit 6: ESG, Sustainability & Bursa Reporting** teaches participants how to accurately report sustainability and ESG metrics, a critical component for transparency, stakeholder communication, and regulatory compliance.

The Certified Sustainability Specialist (Business Administration) training programme is uniquely positioned to prepare business professionals to lead in a world where sustainability is seamlessly integrated with business success. By following a structured implementation framework and using a balanced scorecard approach, the programme ensures that participants not only learn about sustainability but also how to effectively implement and leverage these practices for long-term, sustainable business growth. This training is not just about learning a set of tools; it's about becoming a visionary in the emerging field of sustainable business practice, ready to make a difference in the global business landscape.

# Certified Sustainability Specialist (Business Administration)

## Unit 1: Sustainability & ESG Strategy and Implementation

This unit focusing on developing a comprehensive understanding of sustainability ethos and the world efforts in building a sustainable eco-system. It provides an understanding of the sustainability principals and sustainability reporting along with the concept of ESG (Environmental, Social, and Governance) framework. It begins strategic integration of sustainability goals with business operations, ensuring that every business decision is made with an eye towards sustainability.

**Some indicative topics during this session including:**

- Introduction to Sustainability and Its Importance
- Concept of environmental sustainability and its relevance to entrepreneurship
- History and Trend of Sustainability
- The Ethos Shift
- Environmental Sustainability
- Social Sustainability
- Economic Sustainability
- Sustainability Leadership
- Integrate environmental sustainability and social impact into the business strategy.
- Sustainable business models and strategies for measuring and communicating impact.
- The regulatory landscape and policy frameworks related to sustainability and social impact.
- The new sustainable life-style

## Unit 2: Sustainability Business Strategy

Directly corresponding to today's trend from the business strategy perspective, this unit explores how sustainable practices can contribute to the value development of a product / services offered. It demonstrates the economic incentives of adopting sustainable strategies, such as enhanced brand value and long-term profitability.

- The Concept of Strategy and how it benefits the organization's vision, mission, and objectives.
  - Long-Term Orientation
  - Innovation and Adaptation
  - Regulatory Compliance
- Integrating The ESG Framework
  - Environmental Sustainability
  - Social Sustainability
  - Economic Sustainability
- Transformation of the External Strategic Environment and the consequences and the Influence of the Internal Environment on Current practice
  - Building Competitive Advantage with Sustainability and ESG
  - Expending and Engaging Stakeholder
  - Reputation and Brand Image sustainability
- Stakeholder Engagement
  - Importance and methods of stakeholder identification
  - Strategies for effective engagement
- Incorporating ESG as part of Measuring and Reporting Performance
  - Fostering Sustainable Collaboration
  - Alignment with global efforts and standards



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## Unit 3: Sustainability Standards and Practices Consideration and Implementation

Tied to the 'Internal Process' perspective, this unit delves into the various global and national sustainability standards. Learners will understand how to effectively implement these standards within their business practices, ensuring compliance and operational excellence.

- Introduction to strategic operations management.
  - Strategy Alignment
  - Objectives development with sustainability
- Introduction to EIA
  - Definition and purpose of EIA
  - Historical context and development
- EIA Process
  - Screening, scoping, and baseline studies
- Impact prediction, assessment, and mitigation
  - EIA Methodologies
  - Qualitative and quantitative assessment methods
  - Case studies and practical applications
- Community Impact Assessment
  - Assessing and addressing community impacts
  - Successful community engagement
- Social Impact Assessment Case studies
  - Case studies and practical applications
- Business process re-engineering and quality management
  - Implementing ESG's Measurement and Performance Reporting
  - 360° BPR
  - Workflow, operational and enterprise design
  - Leadership, Culture and Values
  - Sustainability standards implementation
  - Sustainability implementation audit

## Unit 4: Leveraging Sustainability For Market Access

Matching the 'Customer' perspective, this unit addresses how sustainability can open new market opportunities and strengthen customer relationships. It examines consumer trends towards ethical consumption and how businesses can capitalize on these shifts to gain competitive advantage.

- The concept of circular economy
- Type of Sustainable Marketing Strategies
- Marketing Analysis and Formulating a Marketing Plan Implementation, Evaluation & Control
  - Concept of Green Marketing and Green-wash Marketing
- Sustainability Reporting
- Mapping of ESG to targeted market segment
  - World Segmentation
  - Using indicator for future business fit
- ESG and Sustainability for brand and market perception development
  - Adoption of Sustainability Standards and Regulations
  - Inspire Consumers through Sustainability Marketing
- Ethics and Responsibility





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## Unit 5: Sustainability Finance

Within the 'Financial' perspective, this unit focuses on the fiscal aspects of sustainability. Participants learn about sustainable investment, green financing options, and how to attract investments by highlighting the long-term financial benefits of sustainable business practices.

### Some indicative topics during this session including:

- Introduction to Sustainability Accounting and Finance
  - The Triple Bottom Line
  - The Value of TBL
- Sustainability Frameworks & Triple Bottom Line (TBL)
  - Environmental Social Governance (ESG)
  - Voluntary Sustainability Standards (VSS)
  - Sustainable Development Goals (SDGs)
- Engagement and Stewardship
- Risk Assessment
  - Analyze a company's transition plan, how these activities will be financed, and the risks and opportunities to the company and its investors
  - Analyze a company's climate disclosure and risks (including physical risks using data from insurance providers).
  - Integrate climate considerations and risks into a financial model and adjust projections and discount rates to revise a valuation.
  - Analyze the financial projections of an investment project (private equity, venture capital, real estate, or infrastructure), including a range of scenarios, and adjust it by integrating climate factors.
  - Analyze and adjust a portfolio so it is aligned with a net-zero pathway.
- Net Financial, Environment and Social impact measurements

## Unit 6: ESG, Sustainability & Bursa Reporting

This unit aligns with the 'Learning & Growth' perspective, educating participants on the importance of transparency and accountability in reporting sustainability efforts. It covers the specific requirements for ESG disclosures, particularly how these relate to Bursa Malaysia, and teaches participants how to effectively communicate their sustainability commitments to stakeholders.

### Some indicative topics during this session including:

- Sustainability / Environmental Social Governance (ESG)
  - Sustainability / ESG Principles
  - Defining ESG in modern business practices
  - History and evolution
- Risk & Compliance
  - Environmental, Social & Governance Risks
  - Regulatory Compliance
  - Internal policies & procedures
  - Reporting & disclosures
  - Stakeholder Engagement
- Writing Sustainability Report
  - Sustainability Report framework and structure
  - How does a report look like?
  - Data/information collection
- BURSA Reporting
  - Materiality Assessment
  - Strategy Plan & Target Setting
  - Mandatory information
- Customized information
- Integration of ESG into business Strategies
- The Sustainability Review Meeting and Agenda



# Certified Sustainability Specialist (Business Administration)

## Assessment

The Certified Sustainability Specialist (Business Administration) training programme culminates in a comprehensive assessment designed to evaluate participants' proficiency in applying sustainability principles within a business context. This assessment is integral to ensuring that participants can effectively translate their learning into practical, impactful actions in their respective organizations.

### Assessment Overview

Participants will complete the assessment over the duration of the entire programme, with the final submission due one month after the last training session. The assessment requires participants to produce a detailed report on one or more of the following topics, tailored to their role and involvement within their organization:

1. Sustainability Planning and Implementation
2. Producing a Sustainability Report
3. Reviewing a Sustainability Initiative with Recommendations
4. Consultancy Report on a Project Related to Business Sustainability

The primary objective of this assessment is to evaluate the participant's cognitive skills and their ability to contribute to the organization as a holistic sustainability specialist.

### Assessment Report Requirements

- **Length** : The report should not exceed 4000 words.
- **Format**: There are no restrictions on the presentation format. Participants can choose to present their findings in the form of PowerPoint slides, graphic-designed portfolios, or a traditional essay.
- **Structure**: Detailed guidelines on the report structure will be provided during the training sessions.

### Evaluation Process

The assessment submissions will be evaluated by a panel consisting of the six trainers from the programme, each bringing their own perspective to review the implementation and use of the skills taught. Additionally, four industry guest assessors will provide their expertise in evaluating the reports, ensuring a well-rounded assessment process.

All ten assessors' marks will be computed into a final summary. Participants who meet the passing requirements of seven assessors will be awarded the certification. In cases of dispute, assessors will convene to make a final decision. All assessments will be internally verified on their computation by the Managing Director of Axon Consultancy before the final result is announced.

### Late Submission and Resit Policy

Late submission of assessments will be considered a fail unless approval for deferred submission has been granted. Deferred submissions may be marked by a different group of panels as they will be processed together with the next batch of assessments received. The maximum period for deferred submission is three months from the original due date. Each participant is allowed only one deferred submission.

Candidates may resit failed assessments two times without attending the training again by paying an assessment fee of RM4,500 each time, which covers the assessment marking fee, processing fee, and certification fee.

### Publishing Rights

Axon Consultancy Sdn Bhd reserves the right to publish the submitted work through either Axon Consultancy Sdn Bhd or any of our subsidiary.

Axon Consultancy Sdn Bhd will decide on the publication of the work at our discretion, we shall be ensuring due credit is given to you as the owner. Contact details will be made available for interested professionals to engage with you.

This assessment is not just about demonstrating knowledge; it is about showcasing the ability to become a visionary leader in the field of sustainable business practices. By successfully completing this assessment, participants will be well-prepared to drive sustainable business transformations and contribute meaningful value to their organizations.

## Frequently Asked Questions

### 1) Who is the programme for?

This programme is suitable for Executives involved in any of the level and roles of planning and implementing the organisation sustainability efforts. It is also suitable for executives who wish to develop business administration skills while acquiring understanding of the implementation of sustainability within an organisation.

### 2) How long is the programme?

There are totally six (6) units in the training. Each unit is delivered over 7 to 8 hours of training session. All units are will be delivered over 2 to 3 months of training allowing participants to reflect, plan and implement knowledge learnt in between the sessions.

### 3) Is there assessment for the programme?

Yes, to receive the certification, participants are required to complete a no more than 6,000 words self-reflection essay that explains own plan or project proposal or project execution report for their business or department. The essay will be evaluated by all 6 trainers and 4 invited guess with expertise in sustainability business administration. The total mark is 1000 points. Participants will need to achieve 500 points to pass the certification.

### 4) Is there exam for the programme?

No, there is no examination for the certification. Participant only need to complete the self-reflection essay.

### 5) Why is this a certification? Who is certifying?

This programme was designed by integrating the Strategy Management Process and the Balanced Scorecard framework to produce leaders that will be capable of providing effective business administration support to ensure the success of organization effort in sustainability implementation. As such, the trainer along with 4 guess assessor will be assessing each learner's thoughts about their own plan for their business in relation to the implementation of sustainability efforts from planning to success. **Upon passing the assessment, participants will receive a certification signed by a committee of 10 person, which includes 4 anonymous assessors who will reveal their identity at that point of time.**

### 6) How are the training delivered?

The training will be delivered via face-to-face sessions at designated that will be fixed by the trainer. This programme will not be delivered online.