



CSUSM Extended Learning Announces...

GREEN BUSINESS OPERATIONS CERTIFICATE

Green Business Operations Certificate Program

Overview

Environmental issues have moved into the mainstream of our culture. These issues have created a demand for a deeper understanding of the problems and potential solutions to preserving our environment at the individual and business levels. Both public and private entities are setting goals and objectives in the areas of energy use, sustainable design and environmentally responsible operations of their sites and buildings. The challenges of creating and managing a green business require new skills, knowledge and methods of analysis.

The Green Business Operations Certificate Program increases the effectiveness of professionals at all levels charged with a role of implementing sustainable green practices within their organization.

Audience

This program is appropriate for private and public sector professionals wanting to understand the impact of "green responsibility" on their business and how to cost-effectively address these impacts:

- Senior Executives
- Contact Managers
- Senior Managers
- Procurement Officers
- Business Owners
- Fleet Managers
- Facility Managers
- Office Managers
- Building Engineers

Required Courses

- Greening Your Business Operations
- Green Return on Investment (ROI)
- Green Purchasing
- Green Best Practices
- Green Facilities
- Leading Green Change

Course Information

Location: All classes will be held at the CSUSM Campus in San Marcos

Time: 6-9 pm

Fee: \$2,298 for Entire Certificate

\$383 for individual classes

TO REGISTER:

Visit www.csusm.edu/el

Keyword: Green

Or call: 760-750-8706

COURSE INFORMATION

Greening Your Business Operations

This introductory class will introduce principles and practices of creating and managing a green business. Participants learn the key factors in putting together a strategy for sustainable business operations, or improving upon their existing green business strategy. Key competencies discussed will include: design and operation of green facilities and services; defining and reporting performance indicators; establishing procurement procedures and standards used in a green business; developing financial justification models; and leading the change management strategy. This program is an overview program for the other in-depth courses in the overall program.

Dates: Tuesdays, November 3 – December 8, 2009; **Web keywords:** Green Operations

Green Return on Investment (ROI)

Our ecology and economics are closely linked, and more often than not, they are mutually beneficial rather than adversarial. This course puts the green into a successful Green Business Operations implementation. Students learn how to construct a cost-benefit analysis (CBA), how to compare the ROI of various options, and how to craft a compelling business case. Students gain techniques for facilitating decisions with CBA information in the face of uncertainty. Finally, students acquire agile execution practices for maximizing the delivery of actual business value in the face of uncertainty and change.

Dates: Tuesdays, January 19 – February 23, 2010; **Web keywords:** Green ROI

Green Purchasing

This course introduces participants to the knowledge and skills necessary to select vendors and products with a reduced effect on human health and the environment. Specifically, participants will consider key environmental attributes of products; how to interpret “eco-labeling” and recognize “green washing”; and how their choices can improve an organization’s ability to meet environmental goals, improve employee safety and health, and reduce disposal costs.

Dates: Wednesdays, March 10 – April 14, 2010; **Web keywords:** Green Purchasing

Green Facilities

Identifies those competencies needed by the facility management function to properly operate and maintain a green site or building — within the scope of their responsibilities. Participants will learn how to incorporate “green” practices into their asset management strategies.

Date: Wednesdays, April 27 – June 1, 2010; **Web keywords:** Green Facilities

Green Best Practices

This class will review specific best green business practices developed by leading companies both locally and internationally. The class will also review how students can adapt these best practices to their own ongoing business. Details of how companies are adapting to the carbon and greenhouse gas regulations being developed; accomplishing zero waste and zero energy goals, reducing transportation and building footprints; along with an overview of best green certifications and processes being used and in development.

Date: Wednesdays, June 16 – July 21, 2010; **Web keywords:** Green Best Practices

Leading Green Change

Successfully implementing green business practices requires far more than good ideas, good technology, and a sound business case. Real change happens when people change—not just their minds, but their day-to-day behavior. Students will practice proven strategies for orchestrating changes in themselves, in other individuals, and ultimately to the enterprise. Scalable tools and templates will be tested on case studies and online simulations. Finally, students will be inspired to unleash the leader within to follow through the change process.

Date: Tuesdays, July 27 – August 31, 2010; **Web keywords:** Green Change