



# SUMAS

## Career-related Studies®

### BUSINESS & SUSTAINABILITY

CRS Strategic Provider



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# SUMAS



**Sustainability Management School (SUMAS)** is the first business school in the world to launch Bachelor and Master programs in Sustainability Management.



SUMAS' strong focus on excellence delivers high academic standards for students focused on theoretical insights and sustainable management practices. The business school continuously strives to provide the most advanced and intellectually challenging undergraduate and graduate programs to produce highly qualified leaders for the future.



To ensure the future success of students, SUMAS provides appropriate professional and entrepreneurial skills through regular networking with corporate partners. SUMAS also encourages various student initiatives to develop their personal and team-based skills. Our international, multi-cultural learning environment is crucial to enhance students' communication skills.





## Sustainability Management School (SUMAS) hinges upon three pillars:

**Business operations must integrate environmental and social responsibility** into their practices to face the challenges of our global societies.

**Personal creativity has to be stimulated through critical thinking** to develop innovative ideas, especially in the field of a circular economy.

**Gender and ethnic diversity should be celebrated.** It has been widely proven that diverse teams are more effective than monolithic work patterns.

## Accreditation & Rankings

SUMAS was granted full accreditation in 2016 by ACBSP, the leading specialized accreditation association for business education, supporting, celebrating, and rewarding teaching excellence. It is the first business school and academic institution in Switzerland to achieve a QS 4 Stars Rating in teaching from QS Quacquarelli Symonds, the first international assessment of its kind.

## Lake Geneva Campus, Gland, Switzerland

Our Swiss campus is located in Gland, a short distance from Lake Geneva and based opposite the WWF, IUCN and RAMSAR headquarters.



## Milan City Campus, Italy

Our Italian campus is strategically located in the Milan Fashion District. Thanks to our professional network, we are able to provide schools with projects in collaboration with local and international organizations.

CAMPUSES

# PROGRAMS



## SUMAS Career-related Studies<sup>®</sup> (CrS<sup>®</sup>)

**SUMAS CrS<sup>®</sup> Business & Sustainability** is an innovative study program for IBCP students wanting to make impact with their education.

SUMAS is a CrS<sup>®</sup> Strategic Provider to the IBCP.



## Bachelor of Business Administration (BBA)

SUMAS offers **five on-campus Bachelor programs** focused on Sustainability Management, Sustainable Fashion Management, Sustainable Hospitality Management, Sustainable Tourism Management and Sustainable Finance and Digital Innovation.



## Master of Arts in Management (MAM)

SUMAS offers **four majors for its online or on-campus Master of Arts in Management:** Sustainability Management, Sustainable Fashion Management, Sustainable Hospitality Management and Sustainable Tourism Management.

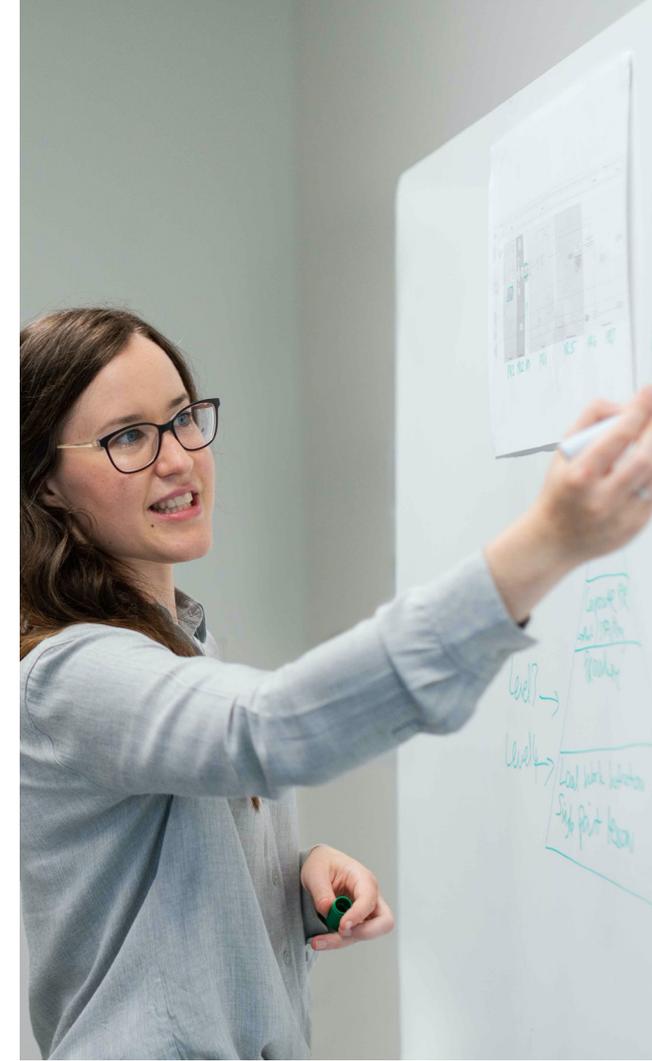
## Master of Business Administration (MBA)

SUMAS MBA students study one of **five majors for the online or on-campus program:** Sustainability Management, Sustainable Fashion Management, Sustainable Hospitality Management and Sustainable Tourism Management and Sustainable Finance and Digital Innovation.



## Doctorate of Business Administration (DBA)

SUMAS **Doctorate of Business Administration in Sustainability Management** is a three-year program offered on-campus and online.



## Certificate of Advanced Studies (CAS)

Online and on-campus **Certificates of Advanced Studies (CAS)** allow business professionals to upskill their knowledge across our five sustainability-focused majors in under one year.

An exceptional Career-related Studies program to educate responsible leaders of the future.



SUMAS Career-related Studies® (CrS®) Business & Sustainability was launched in 2016.

The International Baccalaureate Career-related Programme incorporates the values of the IB into a unique, international, real-world and career-focused program that addresses the needs of students interested in career-related education.

Sustainability is becoming increasingly important within all types of organizations and societies. SUMAS CrS® Business & Sustainability are academically challenging and are designed for students who wish to pursue a career-related education in their final two years of high school, and who have a clear vision of their future career paths. This program prepares students both professionally and academically by stimulating their critical thinking and creativity.

## Learning Outcomes

- **Discuss** the environmental impact of business operations and explore the underlying activities
- **Identify** various stakeholders and their contribution to issues and/or solutions
- **Distinguish** responsible management practices in various business contexts
- **Demonstrate** a mindset that embraces the values of sustainable development and nature conservation
- Effectively **communicate, influence and motivate** others for sustainability.



# SUMAS CrS<sup>®</sup> Program Delivery

Schools may choose how the program is delivered according to their needs:

- **ONLINE** by SUMAS with livestream sessions
- **SCHOOL-TAUGHT** by school teachers under SUMAS' guidance to provide quality assurance.

## Livestream sessions by SUMAS in a global classroom

In this global classroom SUMAS CrS students from all over the world have the opportunity to meet weekly in live-streaming and discuss their projects under careful guidance of SUMAS Professors.

## School-taught Learning

SUMAS provides schools with academic services delivered through an online platform, which ensures smooth integration into teaching environment and processes. Schools will have access to all study materials and general resources on the SUMAS e-learning platform, as well as academic databases such as JSTOR and IUCN Library.

School teachers delivering the SUMAS CrS<sup>®</sup> will have training on the program's mission, vision, curriculum design and innovative approach. Upon completion, participants will obtain the SUMAS CrS<sup>®</sup> Educator Certificate.



## Teacher Support Pack

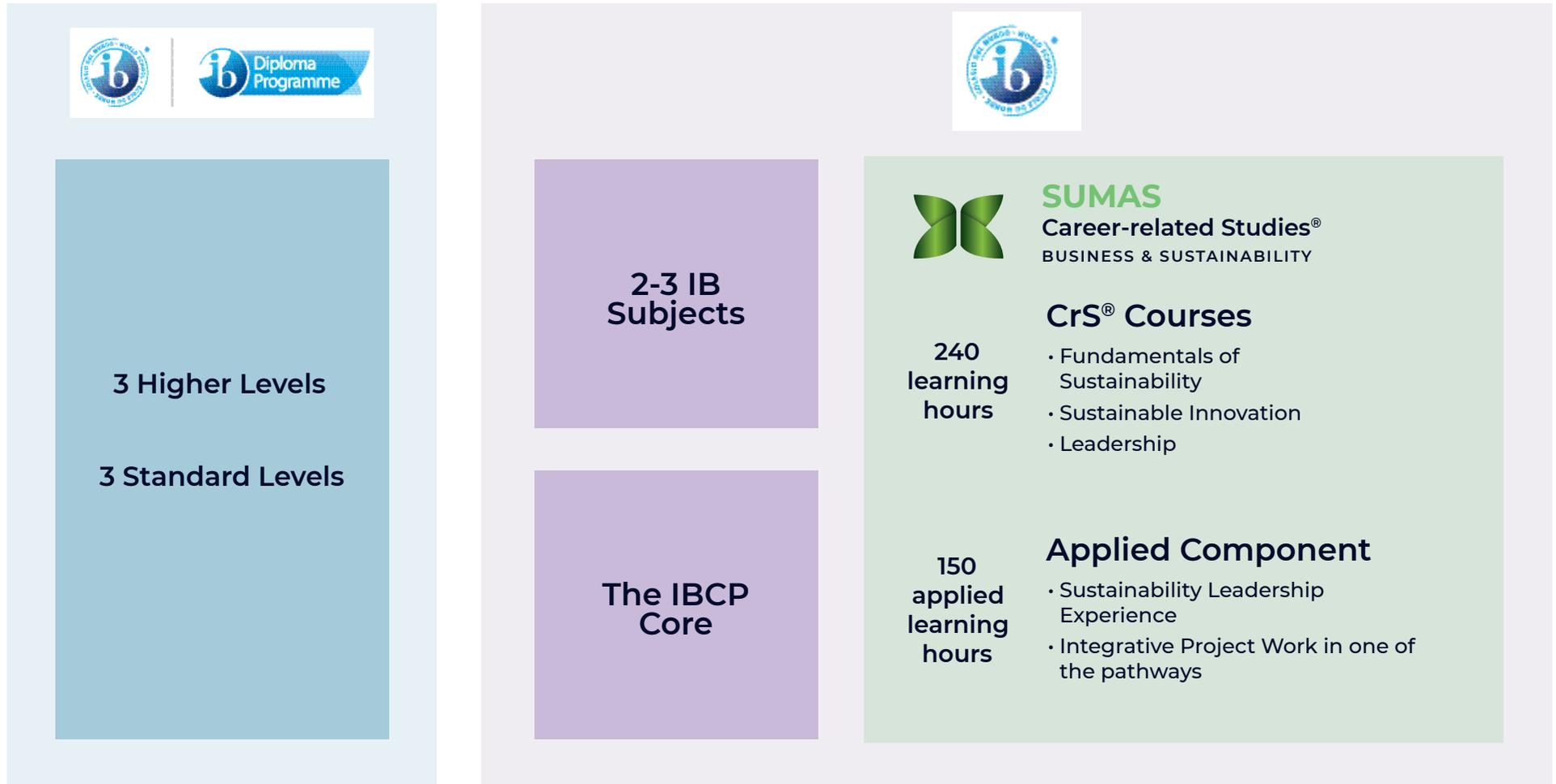
In order to ensure adequate delivery standards, each partner school will receive a SUMAS Teacher Support Pack prior to the start of the program. The Teacher Support Pack includes all resources that are required for successful design, delivery and assessment of the SUMAS CrS® courses.

## Quality Assurance

All SUMAS CrS® school partners follow a SUMAS framework to examine and systematically review all teaching activities associated with the program. SUMAS' guidelines, tools and support will help manage, deliver and assess the SUMAS CrS® to ensure that schools achieve the required quality and efficiency for their students to successfully complete the program.



# International Baccalaureate IBCP Diploma Overview



# Structure of SUMAS Career-related Studies® (CrS®) Business & Sustainability

YEARS / INTAKES: FEBRUARY & SEPTEMBER, 21 CREDITS

## Curriculum Design

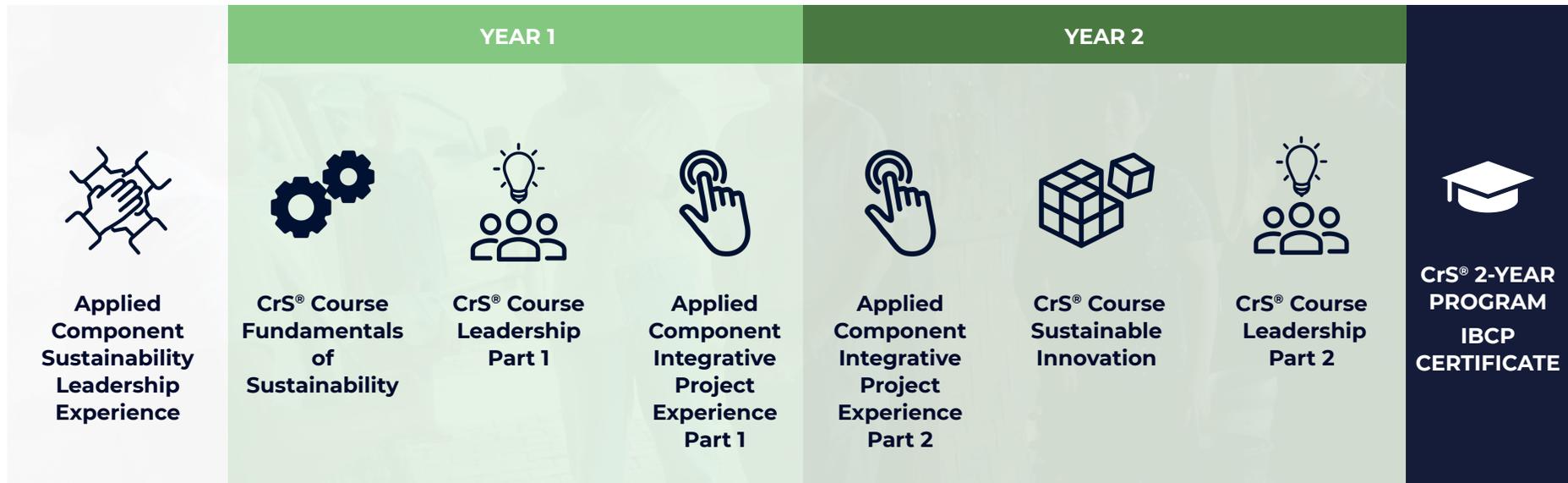
The CrS® Business & Sustainability study plan is divided into two areas:

### CrS® Courses

240 guided learning hours of CrS® Courses in class (equivalent to one High Level subject within the IB program).

### Applied Component

150 hours of applied learning (which is equivalent to Standard Level subjects within the IB Program). This component is made up of the Sustainability Leadership Experience / Camp and an Integrative Project Experience delivered by SUMAS (online or on-campus) or by the school.

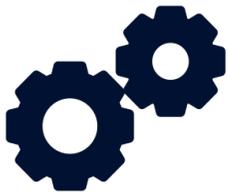


# SUMAS CrS<sup>®</sup> Courses

240 LEARNING HOURS

*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.*

Harry Pryke  
SUMAS CrS<sup>®</sup> Alumnus 2018



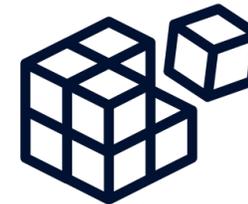
## Fundamentals of Sustainability

Students will acquire a solid basic understanding of the main aspects of sustainability to prepare them for the advanced courses. They will explore individual, company and societal perspectives, address issues concerning energy, climate and water in greater detail and also consider ethics, policy, culture and population alongside economic and social implications.



## Leadership

This course introduces the concepts, styles and practices of leadership aimed at managing, influencing and motivating team members in the workplace. It will explore how leadership can directly and indirectly influence human behavior and organizational efficiency in uncertain environments. Students will be encouraged to develop and improve a range of leadership skills and methodologies through reviewing and analyzing the foremost leadership theories and how they may apply them in real-world situations.



## Sustainable Innovation

An introduction to sustainable innovation with a strong focus on the challenges that the Earth's resources, human conditions and the economy faces today and in the future. This course integrates real cases in material/product innovation and introduces the Cradle-to-Cradle principles and eco design. The individual, company and societal perspectives are explored in relation to this theme. Energy, climate and water are covered in greater detail.

# CrS<sup>®</sup> Program Outline

Year/Month	September	June
Academic Year 1	Sustainability Leadership Camp/Experience	
	Fundamentals of Sustainability - Foundation course (General)	
	Leadership - Foundation Course (General)	
	Integrative Project Experience - Chosen Pathway -	
Academic Year 2	Integrative Project Experience - Chosen Pathway -	
	Sustainable Innovation - Foundation Course	
	Leadership (continued) - Foundation Course (General)	

- Sustainability Leadership Camp/Experience (Applied Component) should be planned at the beginning of the SUMAS CrS<sup>®</sup> program as an introduction to the program.
- Fundamentals of Sustainability (Foundation Course) would be delivered during the first academic year as it sets up the basics of business and sustainability.
- Sustainable Innovation (Foundation Course) would be delivered during the second academic year as it incorporates a more advanced level of sustainability including circular economy and relevant business dimensions.
- Integrative Project Experience (Applied Component in 1 of the pathways) can be scheduled during the two years at a convenient time for the school.
- Leadership (Foundation Course) can start during the first academic year and finish during the second academic year.

# Applied Component

150 APPLIED LEARNING HOURS

## Sustainability Leadership Experience/Camp

During the first year of studies, students have a choice for where they would like to do their Sustainability Leadership Experience. It can be delivered online by SUMAS, by your school teachers, or a 7-day Sustainability Leadership Camp that is organized by SUMAS in Switzerland or in Italy.

The Sustainability Leadership Experience/Camp is designed to introduce the concepts, styles and practices of leadership through role-playing and outdoor activities or team building games.

### Learning Objectives

- Develop self-confidence
- Practice presentation skills
- Face and overcome the barriers of communication
- Understand how to manage in intercultural contexts
- Acknowledge personal sustainability values and practices
- Identify sustainable consumption and zero-waste management
- Encourage wellbeing and healthy lifestyles



*I was overwhelmed by the welcoming and caring environment that we had the privilege of experiencing with SUMAS Faculty and Students.*

Ryan Domenjoz  
SUMAS CrS® Alumnus 2018

## Integrative Project Experience

Integrative Project Experience involves the application of theoretical knowledge to concrete projects. Students choose one of the pathways:

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

While working on the project in the field, students will examine the issues involved, identify various stakeholders and seek to find solutions to complex problems. Our teaching methodology is predominantly interactive, based on role-play activities and in-class



# 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.



# 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.

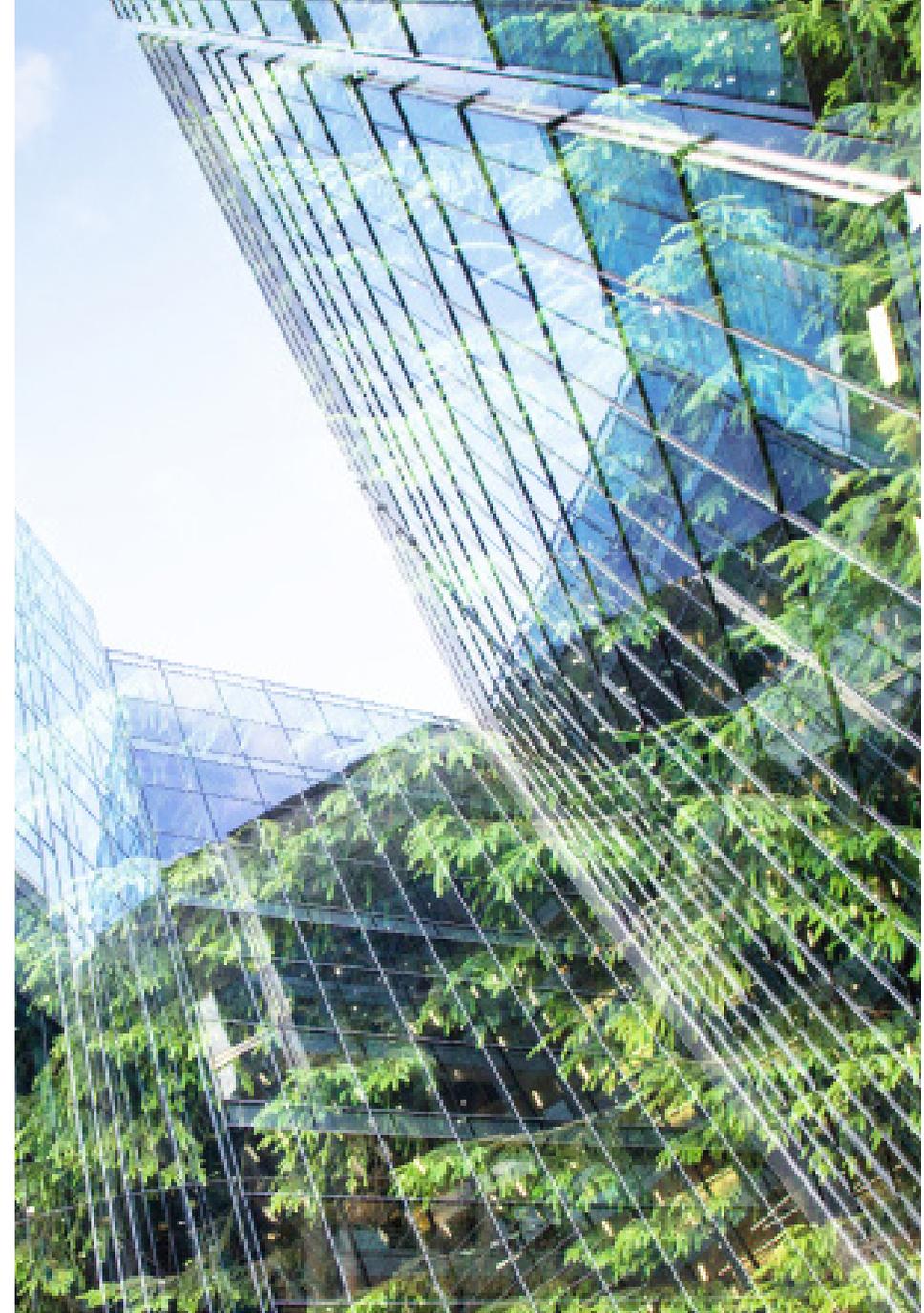


# Sustainable Finance and Digitalization

## 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.





## SUMAS ECO-Club

SUMAS CrS® students automatically get access to the SUMAS ECO-Club with a set of benefits designed for them as members.

Students will receive our support to create, develop and implement projects that increase sustainability at their school and in the local community. The aim of this club is to support and empower the students with content, skills and ideas.



# 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.



# What our partner schools say

## Collège du Léman, Geneva Switzerland

SUMAS CrS® PARTNER SINCE 2016

“The CP is an ambitious and innovative programme which provides a different pathway for students by incorporating academic rigor, career studies and soft skills. The course plays to the students’ academic strengths because there is a flexibility in the DP subjects which can be chosen, allowing students to choose those at which they excel.

An integral part of the programme is enabling students to engage in career-related learning. All of the Career-related Studies® at Collège du Léman use SUMAS as the external provider and all fall under the umbrella of “Business & Sustainability”, a mindset which should be central to any future career.

The soft skills focus provides the students with the skills which are important to work, study and how best to live their lives.

To prepare students to succeed in a rapidly changing world, schools must not only equip them with the necessary skills and learning opportunities but also the ability to manage and influence change.”

Sheena Thandy, IBCP Coordinator



**COLLÈGE DU LÉMAN**  
International School · Geneva

## Renaissance College, Hong Kong

SUMAS CrS® PARTNER SINCE 2019

“SUMAS CrS® program offers so much more than just business management. It emphasises a forward way of thinking, operating and governing business, for the ultimate sustainable business model that every organisation, company and business entity should follow and adopt. The course 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: students feel supported, listened to and challenged to bring out the best of their potential and capability.”

Wilma Shen, IBCP Coordinator



## Prem Tinsulanonda International School, Chiang Mai, Thailand

SUMAS CrS® PARTNER SINCE 2019

“It has been a privilege to teach the SUMAS CrS® Business & Sustainability course over the last two years at Prem. As a business teacher, I have enjoyed exploring the innovative nature of this course with my students. The practical application is what sets it apart: giving our students real life business exposure in the Shangri-la Hotel was an unforgettable experience. Essential skills, required for the workplace, are developed and honed for each student through a balanced range of activities and assessments. I found SUMAS staff to be highly professional and responsive.”

Lisa McSweeney, IBCP Coordinator

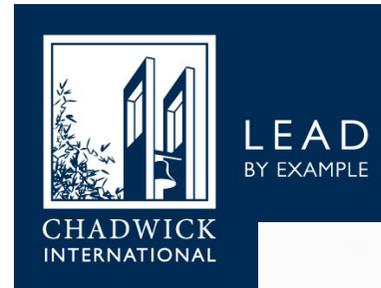


## Chadwick International School, South Korea

SUMAS CrS® PARTNER SINCE 2020

“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. Overall, the students and I have felt very supported by the SUMAS staff and instructors. We look forward to a long and fruitful relationship with SUMAS for many years to come!”

Jason Reagin, IBCP Coordinator



## Haut-Lac, Switzerland

SUMAS CrS® PARTNER SINCE 2020

“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”

Béatrice Gillet, IBCP Coordinator



## Fairgreen International School, Dubai

SUMAS CrS® PARTNER SINCE 2021



“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.”

Mary Catherine (Katie) Williams, IBCP Coordinator



# What our students say



**COLLÈGE DU LÉMAN**  
International School · Geneva



“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.”

Harry Pryke  
SUMAS IBCP Alumnus



“The things that we learn are not what we would usually learn in school. Sustainability is going to be a big part of the future and people have to know what they can do to help out. Without it, the world is not going to progress and keep on going forward ”

Enzo de Santis  
SUMAS IBCP Alumnus



“I was overwhelmed by the welcoming and caring environment that we had the privilege of experiencing with SUMAS faculty and students.”

Ryan Domenjaz  
SUMAS IBCP Alumnus



“From this programme I learn more on what is happening around me and how I can make a difference. Sustainability is important because it is a really interesting topic, it is something that is currently happening and has a very big impact. ”

Laura Araya Lopez  
SUMAS IBCP Alumna



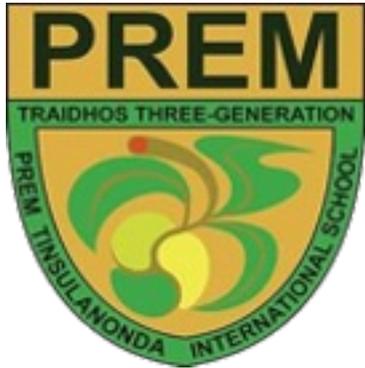
Renaissance  
College  
Hong Kong  
啓新書院

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.”

JESSICA CLEMENT  
SUMAS IBCP STUDENT

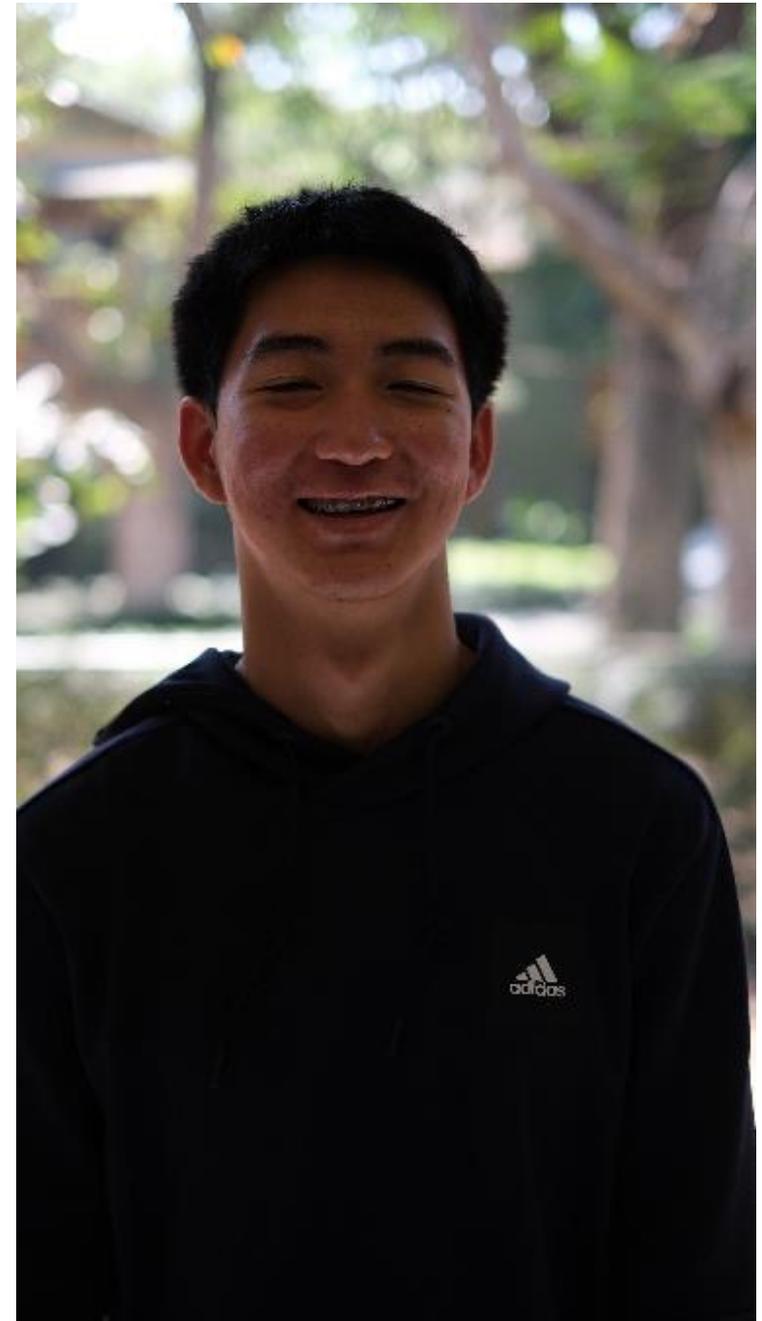


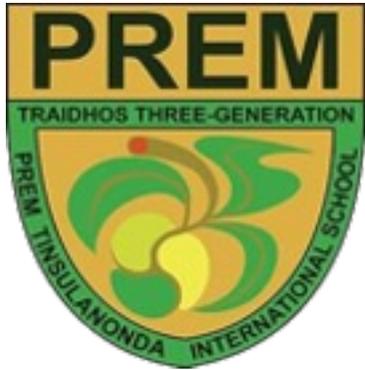


PREM INTERNATIONAL SCHOOL – THAILAND

“I really enjoyed the practical approach of the SUMAS IBCP program, as it gave students the opportunity to grow as professionals.”

VUTTIPAT (BEN) SRINUAN  
SUMAS IBCP STUDENT



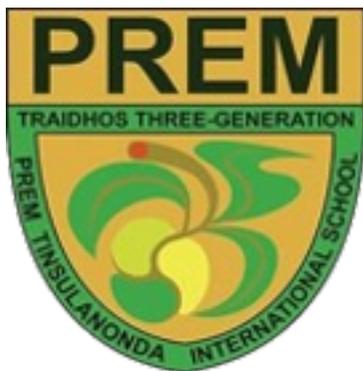


PREM INTERNATIONAL SCHOOL – THAILAND



“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.”

IMNALEMA (ALEM) JAMIR  
SUMAS IBCP STUDENT

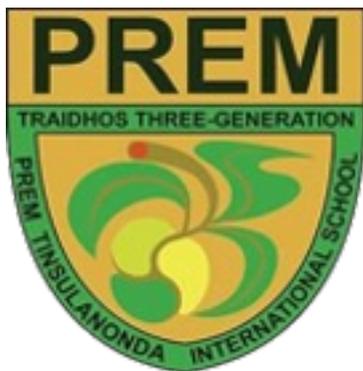


PREM INTERNATIONAL SCHOOL – THAILAND

“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.”

THANANYA (TANYA) HAMBLIN  
SUMAS IBCP STUDENT





PREM INTERNATIONAL SCHOOL – 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.”

ARTHIP SUKTHON (FIN TAYLOR)  
SUMAS IBCP STUDENT





PREM INTERNATIONAL SCHOOL – 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.”

BENJAMIN PRASARTTONGOSOTH  
SUMAS IBCP STUDENT

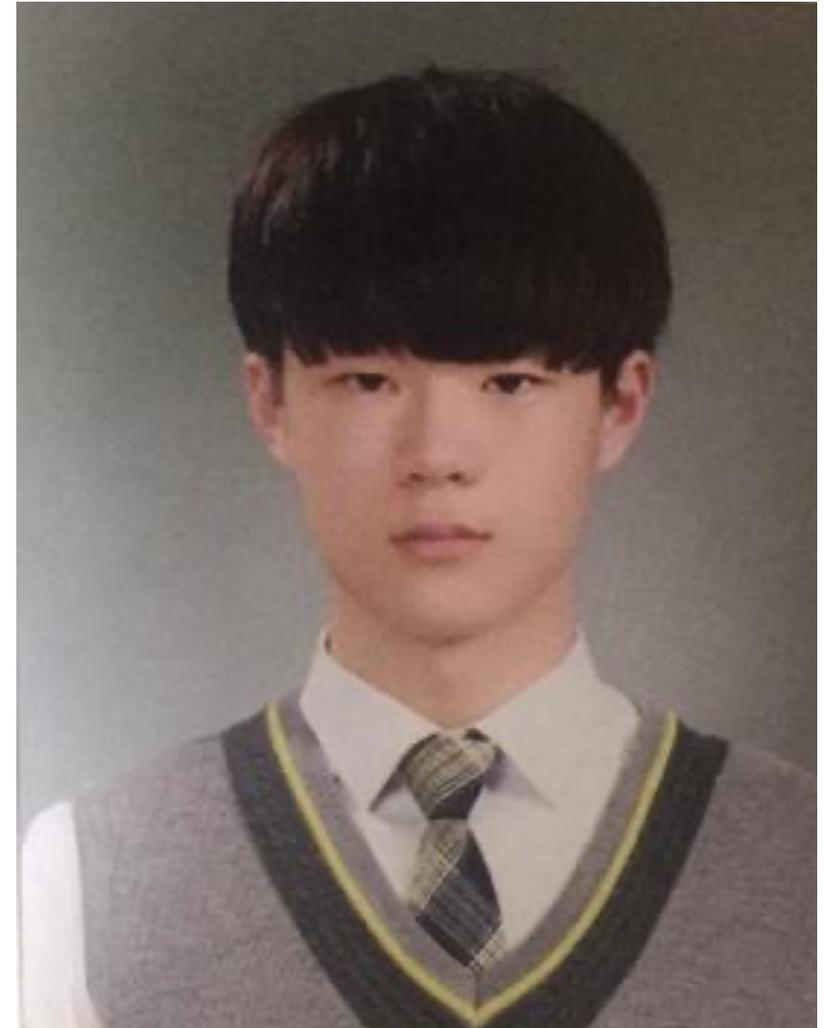




CHADWICK INTERNATIONAL – KOREA

“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 overlooked before, with professors.”

MINKYU ROBIN KIM  
SUMAS IBCP STUDENT



# SUMAS CrS® Alumni University Destinations

## SUMAS CrS® Students

University Name	Country	University Name	Country
Università Bocconi	Italy	Oxford Brookes University	United Kingdom
SUMAS (Sustainability Management School)	Italy	University of Leeds	United Kingdom
Instituto Marangoni	Italy	Loughborough University	United Kingdom
John Cabot University	Italy	Essex University	United Kingdom
Ecole Hôtelière de Lausanne	Switzerland	University of Kent	United Kingdom
SUMAS (Sustainability Management School)	Switzerland	University of Stirling	United Kingdom
International University in Geneva	Switzerland	Berklee College of Music	United States
Glion Institute of Higher Education	Switzerland	LIM College	United States
Brunel University London	United Kingdom	Pennsylvania State University	United States
Durham University	United Kingdom	University of Toronto	Canada
King's College London	United Kingdom	Simon Fraser University	Canada
Queen Mary University	United Kingdom	University of Canterbury	New Zealand
University of Sussex	United Kingdom	Liverpool University	Suzhou, China
Newcastle University	United Kingdom	Pace University	United States
Fontys University	Netherlands	Amsterdam University	Netherlands

# Contact Us

## Swiss Campus

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