

Graduate Diploma in Business Sustainability (GDBS)  
Developed and awarded by Singapore Institute of Management, Singapore

### Modules Outlines for GDBS

#### **Sustainability and Stakeholder Management**

This module gives an overview of the ability of companies to positively influence environmental, social, and economic development through their governance practices and market presence. Students will also explore the principles, challenges and benefits surrounding effective stakeholder management. Topics covered include stakeholder management and professional ethics.

#### **Sustainable Marketing**

This module highlights the important role of marketing in encouraging sustainable consumption. Students are offered a study on how to shift consumer behaviour to be more sustainable, as well as reflection on creating strategies that reduce waste and operation costs to help create a win-win situation for businesses and consumers while embracing sustainability.

#### **Corporate Sustainability and Human Resource Management**

This module gives an overview of human resources supporting sustainable business growth by hiring talents and investing in professional development. Students will be introduced to key concepts of

refocus their energy on strategic planning and control of future long-term success.