



# Sustainable Business Leadership

Certificate of Completion (CC)  
Planning Guide 2011–2012

Revised 9/19/11

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## Program Information

**Length of Program:** 15 Credits  
**Completion Award:** Certificate of Completion  
**Enrollment:** Fall, Winter, Spring  
**Approximate Quarterly Costs:** \$25-\$85  
*(in addition to tuition, books and parking)*  
**Website:** [www.shoreline.edu/genbusad.aspx](http://www.shoreline.edu/genbusad.aspx)

## Program Advisors:

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## Program Description

Shoreline Community College offers a short-term program in Sustainable Business Leadership leading to a Certificate of Completion (CC) and an entry level position in the industry. Students interested in advancement are encouraged to enroll in longer courses of study to complete additional certificates or associate degrees in General Business or other areas of interest. Students pursuing a four-year baccalaureate degree in Business should follow the Business Associate in Arts (AA-DTA) direct transfer degree planning guide.

EPC J502B

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## Sustainable Business—What is it?

Sustainable business is a commitment to ecologically sustainable business practices, such as renewing energy, recycling products, building green, investing green and using our resources efficiently. This short-term certificate in Sustainable Business Leadership focuses on sustainable business practices to include marketing and business strategies that promote green business. Courses compliment other advanced degrees or working professionals interested in sustainable business leadership. For advanced study, consider additional certificates, Associate in Applied Arts and Science (AAAS) degrees in General Business or Marketing, or transfer to a university.

## Program Outcomes:

Students who successfully complete this program should be able to:

1. Understand the role of Business in society and the importance of sustainable business practices.
2. Identify and describe sustainable business initiatives and marketing practices.
3. Create and diagram sustainable business systems.
4. Develop sustainability assessments and report on sustainability progress.

## Career Opportunities—What can I do with a Certificate in Sustainable Business Leadership?

Employees and employers, business and government leaders, families, students and educators can incorporate knowledge of sustainable business practices into current or new positions. Depending on level of education and skills, positions may include: Sustainability Managers, Home Energy Specialist, Green Investment Managers, Sales Representative, Marketing Specialist, Sustainability Specialist, Advocate or Trainer.

**Potential employers include:** Small businesses, corporations, government agencies, public and private schools—basically, any business or organization that subscribes to clean, renewable energy, resource efficiency and environmental care. For more, please visit career information and resources at [www.shoreline.edu/acc/CareerCounseling.aspx](http://www.shoreline.edu/acc/CareerCounseling.aspx)

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**PROGRAM PREREQUISITES:** Placement into ENGL& 101 English Composition OR BUSTC 215 Professional Communications and placement into MATH 070 Preparation for Algebra or BUS 102 Business Mathematics.

### CERTIFICATE OF COMPLETION—15 Credits

PROGRAM REQUIREMENTS			
Courses	QTR	GR	CR
BUS 207 Fundamental of Sustainable Business*	FALL		5
BUS 208 Sustainable Marketing Principles*	WIN		5
BUS 209 Sustainable Strategy*	SPR		5

*\*Course offered once per year, during the quarter listed.*

### RECOMMENDATIONS:

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### ADDITIONAL INFORMATION

Students may also be interested in exploring Shoreline’s Zero Energy Technology programs with certificates in Solar/Photovoltaic Designer or Zero Energy Building Practices.

### Job Search Information

[www.workforceexplorer.com](http://www.workforceexplorer.com)

[www.wois.org](http://www.wois.org)

### CERTIFICATE COMPLETION

*Students should automatically receive their Certificate after successful completion all required courses. If you have not received your Certificate, please contact the Workforce Education Programs in FOSS 5100 or call 206-546-5876.*

Note: Every effort has been made to ensure the accuracy of the information in this publication. However, the information is subject to change without notice and final career decisions are the responsibility of the student.