

Integral Education: “Managing Sustainability and Corporate Responsibility”: Post graduate / Cours (MSc) in the European School of Economics (ESE), Rome, Italy.

This course offers students a fully integrated, multi-disciplinary framework, a set of practical guidelines and decision tools, and an understanding of current best practices that govern economical, environmental, and social sustainability, sustainable development and social responsibility. The students access and understand sustainability concepts and apply them to business, community and personal decision-making.

Through the application of Ken Wilber’s Integral Framework to sustainability concepts, students study a cutting edge approach to the most pressing issues of today’s sustainability problems and challenges, and learn how to organise knowledge and to successfully design own projects.

General learning outcomes

Knowledge and understanding

The students will gain knowledge and understanding of:

- General sustainability models, concepts, theories and strategies, debates between various theories and application to current issues on local, national and international level, sustainability in the global economy
- Understanding public sector response to sustainability issues - at the international, national and local government levels through the integral framework (Ken Wilber)
- Environmental planning, strategic planning and sustainability planning tools, Strategic Environmental Assessment (SEA)
- Mayor analysis and evaluation tools: the Integral Framework, Ecological Footprint, Triple Bottom-Line (TBL), outcome mapping
- Value codes that drive societies and individual behaviours and belief systems, and effective communication (Spiral Dynamics integral; Beck & Cowan)
- Value systems and leadership principles in sustainability issues, the nature of change management,
- Corporate social responsibility and application; stakeholder involvement, communication strategies for sustainable management and CSR
- European/ International funding and financing tools for sustainable development initiatives, businesses and projects; project proposals and logical framework
- International standards, laws and regulations in the field of sustainability and development

Cognitive skills

You will be able to:

- carry out integral analysis using the AQAL method and Spiral Dynamics integral
- apply the “centre of gravity” approach for effective communication and leadership
- deliver effective and inspiring presentations and communications to different target groups
- design integrated and successful projects and/or products in the field of sustainability businesses

European School of Economics in Italy



The European School of Economics (ESE) is a private university offering unique graduate and undergraduate programs at centres in Rome, Milan, Lucca (Tuscany), London & New York. ESE has prepared more than three thousand graduates for leadership positions in the key international fields of business, finance, marketing, communications and political science. The School specializes in today’s emerging and cutting edge business sectors, with

emphasis on today’s cornerstone issues of ethics and aesthetics. Working with more than one thousand four hundred leading international companies, including organizations recognized in Fortune “100 Best companies to work for”, ESE offers the most extensive university placement program available today (www.uniese.it).