

The Manchester MBA

Elective: **The Sustainable Change Agenda**

MANCHESTER
1824

The University of Manchester
Alliance Manchester Business School

Sustainability is a strategic change issue. It's coming, it's here, it will shape the economy of the future. How should your business respond? How should you respond?

This elective is designed for professionals who have, or seek to have, strategic management responsibility, in responding to the sustainability agenda for their organisation.

The course combines strategic analysis with personal reflection. As world citizens, you will be aware of major global challenges, from climate change to inequality. As commercial managers your focus is on business models, profitability, opportunities for innovation and long-term value creation. The course will consider the trade-offs between these two perspectives and how they can be reconciled.

Participants will examine the forces shaping the transition to more sustainable and responsible business models, and reflect on their own values, purpose and leadership role within this changing landscape. They will iteratively develop, test and refine a business idea for a new sustainable venture, to explore what sustainability looks like in practice.

The workshop takes a distinctive 'head and heart' approach. It first covers transition theory and implementation approaches (with guest speakers). Then a facilitated 'Symposium' half-day provokes personal reflection and insight. The final day uses 'Open Space' group conversations to draw the threads together.

How you'll benefit



Understand the context to lead sustainable business transformation: Understand the theory describing how environmental and social challenges reshape business strategy and organisational priorities.



Learn about sustainability in practice: Evaluate competing pressures, opportunities and risks within complex sustainability contexts. Hear from practitioners at the workshop about how they are implementing sustainability frameworks.



Turn sustainability challenges into commercial opportunities: Learn how to design viable business models that deliver both financial and societal value.



Build practical experience in venture design and business planning: Practice working up an entrepreneurial idea and stress-testing it for commercial viability



Align leadership, purpose and career direction: Engage with the workshop's half day 'Symposium', to gain greater clarity and motivation in your business career – a highlight for many



Connect with like-minded peers. The start of something..? Spend workshop and virtual office hour time with course participants in structured conversation around values, dreams and business ideas

Delivery method

This six month course is delivered through a three-day in-person workshop, supported by online learning.



Mike Arundale

Mike Arundale is a Senior Lecturer in Strategy and previously Director of Consultancy Projects on the Full-Time MBA programme at Alliance Manchester Business School, and The Sustainable Change Agenda Unit Director. He is an alumnus of the Executive MBA programme and worked for 15 years in management, project management and consultancy prior to joining the teaching staff in 2012.

He brings extensive practical experience from the utilities, economic development, regeneration and the charitable sectors. He is current a trustee of two local charities and has been involved in the community engagement aspects of sustainability and social responsibility for many years.

Mike's teaching approach is both interactive and experiential, combining academic curiosity and originality with real-world application. He has a passion for sharing ideas and levers his background in strategy, consultancy and the third sector to help students develop meaningful, commercially grounded responses to today's environmental and social challenges.

Have any further questions about The Manchester MBA?

✉ Please get in touch - mba@manchester.ac.uk

This document provides an example of the course content and faculty members who will be teaching this MBA course; however, details are subject to change.