

# Environmental, Social and Governance (ESG)

This self-paced course is 42 learning hours.

This four module, 42-hour course introduces learners to the new discipline and framework that approaches investment in a more sustainable manner by including the review of Environmental, Social and Governance indicators into risk and profitability assessments. The main objective of this discipline is to take organizations and individuals towards new parameters for valorization of productive activities, highlighting the importance of consciously identifying and addressing the impacts of externalities, corporate policies and nature of products and services on the stakeholders

## What Will You Learn?

### Learning Outcomes:

Upon successful completion of this course, learners should be able to:

- Define the concept of Environmental, Social, and corporate Governance and trace its origins as discipline and framework, identify the existence of the ESG dimensions in our daily dynamics as human societies.
- Define ESG terminology and identify key performance indicators used in the field.
- Develop specific abilities that enables them to integrate the ESG fundamentals with their current activities; such abilities include but are not limited to; forecasting events in the behavior of the ESG discipline, develop projects that accurately impact the key indicators of ESG in a positive manner, integrate critical thinking and reasoning skills within the ESG framework. (Integrate theoretical and practical knowledge).
- Quantify the importance of directing investment towards sustainable activities in the creation of a better business environment and create focused projects and roadmaps according to ESG frameworks.
- Identify alternatives for professional and career improvements through ESG and stand-out at these through theoretical-practical experience.

# Who Should Take This Course?

## 1. Business Leaders and Executives

Senior leaders who want to understand how **ESG frameworks influence corporate strategy, risk management, and long-term business sustainability.**

## 2. Sustainability and ESG Professionals

Individuals responsible for **sustainability reporting, ESG initiatives, corporate responsibility, or climate strategies** within their organizations.

## 3. Finance and Investment Professionals

Professionals working in **investment management, banking, asset management, or financial analysis** who need to evaluate companies based on **ESG performance and sustainable investment principles.**

## 4. Corporate Strategy and Risk Management Professionals

Managers responsible for **corporate governance, compliance, and risk assessment** who must integrate ESG considerations into organizational decision-making.

## 5. Policy Makers and Government Professionals

Individuals working in **public policy, regulatory agencies, or municipal planning** who are involved in developing policies related to **sustainability, responsible investment, and environmental governance.**

## 6. Project Managers and Business Consultants

Professionals who lead or advise on **projects that must incorporate ESG frameworks, sustainability indicators, and responsible business practices.**

## 7. Entrepreneurs and Business Owners

Business owners who want to **build responsible and sustainable organizations** while improving competitiveness and stakeholder trust.

## 8. Students and Early-Career Professionals

Students studying **business, sustainability, finance, environmental management, or public policy** who want to develop skills relevant to the rapidly growing **ESG and sustainability fields.**

## 9. Non-Profit and Social Impact Professionals

Individuals working in **community development, social enterprises, or NGOs** who want to understand how ESG frameworks influence organizations and investments.

## 10. Professionals Seeking Career Advancement

Anyone looking to **strengthen their professional profile** by gaining practical knowledge of ESG frameworks, sustainable investment, and responsible governance.

### In summary:

This course is ideal for **professionals, students, and leaders who want to understand ESG principles and apply them to business strategy, investment decisions, sustainability initiatives, and career development.**

Recommended: Secondary school completion or equivalent, university-level English proficiency. 2–5 years of work experience is helpful but not mandatory

## How Will You Benefit?

- 1. By Building a Strong Understanding of ESG Principles**  
Learners gain a clear understanding of **Environmental, Social, and Governance (ESG) concepts**, including how ESG frameworks developed and how they influence modern organizations and societies.
- 2. By Developing Practical ESG Skills**  
The course helps participants learn how to **apply ESG principles in real-world situations**, including developing projects and strategies that improve ESG performance indicators.
- 3. By Strengthening your Strategic and Critical Thinking**  
Participants develop the ability to **analyze ESG trends, forecast developments, and integrate critical thinking** into sustainability and governance decision-making.
- 4. By Understand Sustainable Investment and Business Value**  
Learners gain insight into how **directing investment toward sustainable activities** can create stronger businesses, reduce risks, and support long-term economic and environmental resilience.
- 5. By Enhancing your Career Opportunities and Professional Growth**  
The course provides knowledge and practical experience that can help professionals **advance their careers in sustainability, ESG management, responsible investment, and corporate governance.**

# Fees & Scheduling

## Course Structure, Fees & Scheduling

- **Format:** 100% Online, Self-Paced
  - **Duration:** Up to 6 months from your chosen start date
  - **Modules:** Four practical and engaging modules (listed below)
  - **Access:** Includes pre-recorded video lessons and email consultation with the instructor
  - **Fee:** To be determined
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## Modules

### **Module 1: ESG in everyday use and foundations**

- This module explores the origins of what we call ESG, how the concept has evolved through the years and what is the purpose of putting it in the middle of human interactions.

### **Module 2: ESG for Organizations**

- This module focuses on the recent importance that ESG has claimed in different industries and environments. Various examples of companies are explored, and some of the lessons from these applications are highlighted so to show the upsides and downsides of integrating ESG into operations.

### **Module 3: ESG in the international standards/organizations and the Global Financial Market**

- This module aims to show the importance of the ESG discipline in the global economy and the international relations between countries and the institutions inside them. It also recognizes the presence of ESG concepts in agreements and multilateral accords.

## Module 4: Labour market and professional opportunities in ESG

- This last module shows the importance of the ESG discipline in the current labour market and in the role of professionals and decision makers facing the future challenges of society as we know it.

# Why Take This Course?

1. **To gain an Understanding of ESG and Its Growing Importance**  
The course helps learners understand what **Environmental, Social, and Governance (ESG)** means and why it has become a key factor in modern business, investment, and policy decisions.
2. **Learn How to Apply ESG in Real-World Situations**  
Participants gain practical knowledge on how to **integrate ESG principles into projects, business strategies, and decision-making processes.**
3. **To Improve your Strategic and Analytical Skills**  
The course develops **critical thinking and reasoning skills**, enabling learners to analyze ESG trends, evaluate performance indicators, and forecast future developments.
4. **To Gain Knowledge About Sustainable Investment**  
Learners explore how **investing in sustainable activities** contributes to stronger organizations, improved risk management, and long-term value creation.
5. **To Strengthen your Career Opportunities**  
ESG knowledge is increasingly valued across industries. Taking this course can help professionals **stand out in careers related to sustainability, corporate governance, responsible investment, and business strategy.**