

# MASTER OF ARTS IN LEADERSHIP AND GREEN COMMUNICATIONS

The goal of the Master of Arts in Leadership and Green Communication is to offer a hands-on education that addresses challenges of contemporary leadership in innovative organizations. This Master Program provides a cutting-edge curriculum that integrates sustainability with strategic communication and leadership.

The program is designed to advance in career and to develop new skills. As a result of innovative teaching methodology based on the principle “learning by doing” students understand how to effectively communicate in changing patterns, how to be aware of green communication strategies and how to use sustainable leadership to enhance business performance.



## PROGRAM LENGTH

4 terms (full-time program) or 8 terms (part-time program).



## SMALL CLASSES



## PROGRAM CONTENT

13 core modules, one elective (8 options: International Marketing and Greenwashing; Fashion Management; Sustainable Management of Parks, Protected Areas and Urban Landscape; Future Urbanism; Natural Resources Management; Green Economy; Banking; Accounting and Tax for Sustainability) as well as projects in collaboration with our local and international partners and a final dissertation based on empirical research.



## STARTING DATES

January  
April  
June  
September

## ENTRY REQUIREMENTS:

Students admitted to graduate degree programs are demonstrably qualified for advanced academic study.

- Application form
- Photocopy of a valid passport or ID
- Official Certified University Transcripts and Diplomas, with certified translation if not originally in English
- Official Certified Transcript of Master Studies (if applying for transfer of credits)
- CV / Resumé indicating both complete education and any work experience in reverse chronological order
- Motivation Letter indicating why the student chooses Switzerland and why Sustainability Management School
- If you are not a native English speaker, or if you have not spent the last 3 years in an English-taught school: TOEFL (minimum score of 550 PBT or 80 IBT), or IELTS (minimum score of 5.5), or other Standardized English Placement Exams. To submit the TOEFL test score to the Sustainability Management School automatically, please enter SUMAS's TOEFL® Institutional Code number - 4629 when you take the test
- Application fee of 150 CHF

For more information: [info@sumas.ch](mailto:info@sumas.ch) or +41(0)22 999 03 76

Apply online at [www.sumas.ch](http://www.sumas.ch)



## CORE MODULES

MSUS801	Sustainable Innovation: Energy, Water & Materials		
MSUS805	Sustainable Consumption and Green Advertising		
MSUS806	Global Business and Biodiversity		
MSUS808	Responsible Management and Corporate Social Responsibility		
MLC821	Executive Communication, Leadership and Change Management		
MLC822	Research Methods and Report Writing		
MLC824	Advertising Research and Branding		
MLC825	Marketing Communications		
MLC826	Responsible Leadership and Systems Thinking		
MLC827	Leading in Global Environments		
MLC828	Issues and Crisis Management		
<b>CHOOSE ONE OUT OF TWO</b>			
MLC 823	Career Coaching and Development of Intercultural Skills	MLC 829	French as a second language
MPLC800	<b>Project Management with partners: Green Communications</b>		
DISS900	<b>Dissertation</b>		

## ELECTIVE MODULES: Choices of Specialization

\*Student can choose only one major area of study from the following eight options

### MELE07 – INTERNATIONAL MARKETING AND GREENWASHING

Marketing-mix in international contexts, Consumers' perceptions, Global-local issue, Advertising and Green-wash

### MELE04 – SUSTAINABLE MANAGEMENT OF PARKS, PROTECTED AREAS AND URBAN LANDSCAPE

Life Cycle Assessment of different processes for ecosystems like historic gardens, parks or protected areas or for anthropogenic ecosystems like historic urban landscape.

### MELE08 – FASHION MANAGEMENT

Fashion panorama, Fashion ethics, Fashion Event Management, Sociology of Consumption

### MELE01 – FUTURE URBANISM

Sustainable Architecture, Building Materials and Energy Use, Sustainable Community Design and Transportation

### MELE02 – NATURAL RESOURCES MANAGEMENT

Oil & Gas Management, Mine Management, Soil and Water Management, World Conservation

### MELE03 – GREEN ECONOMY

Circular Economy, The Cradle-to-Cradle Design Model, Ecologic Economics and Environmental Efficiency of Waste Management

### MELE05 – ACCOUNTING and TAX FOR SUSTAINABILITY

Environmental Management Accounting, Business Ethics for Accountants and Auditors, Tax Planning and Tax Accounting, Governmental and Not-for Profit Accounting, Advanced Financial Reporting

### MELE06 – BANKING

Bank Management, Asset and Wealth Management, Risk Management, Investment Banking, Sustainable Portfolio Management, Introduction to Options and Futures