



“Sustainability in Business Environment”

# INTERNATIONAL SUSTAINABLE BUSINESS WEEK 2015

**HRDF CLAIMABLE**  
\* Subject To HRDF Approval



Date

3<sup>rd</sup>-7<sup>th</sup> AUGUST 2015

Venue

Rainbow Paradise Beach Resort  
Tanjung Bungah, Penang

Organised by

Graduate School of Business  
Universiti Sains Malaysia



Member of:



Graduate School of Business, Universiti Sains Malaysia is a member of AACSB

# Why does Sustainable Business Matter?

Green economy conjures the idea of economic growth which promotes sustainable development, hence residing within the context of multi stakeholders living together within an ecosystem which functions not only to provide for society's basic needs and human development, but also to reduce environmental degradation.

A big part of what green economy is, and the way resources are used through sustainable production and consumption (SPC), is that it requires key stakeholders such as policy makers, business leaders, local community, and students to adopt new awareness and attitudes, knowledge, and behavioural as well as structural changes, which have long term implications for the economy, the environment, and society.

Recurring issues such as the need to narrow the gap between rich and poor, unequal employment opportunities, poverty, poor access to health and education services, lack of clean water and sanitary equipment, lack of access to patented drugs for HIV-related patients, and lack of access to fair-priced seeds for farming, continue to compete for attention with business efforts to promote growth and modernisation.

The challenge which lies ahead for global citizens is that in ensuring economic sustainability is continuously on the main business agenda, genuine contribution towards nature and humanity is achieved simultaneously.

## Prime Objectives

The goal of the International Sustainable Business Week 2015 is to provide professionals, academicians and students the skills, knowledge, experiences and networks in the context of sustainable development. To that end, participants will be recognised for their:

- Intellectual knowledge and experiential learning on sustainable development.
- Exposure to industrial cases on sustainable development issues from various experts.
- Experiencing the role of business in sustainable development at industrial sites.
- Critical thinking process on complex business decisions in sustainable development.

## What are the Programme Contents?

- Introduction to Sustainable Development.
- Green Business: Building Competitive Advantage.
- Tools and Techniques in determining issues.
- Innovative practices in Social Enterprise.
- Company visit & presentation of sustainable development case by the company.
- Design thinking for strategic innovation.
- Developing the frameworks for sustainable development.
- Group Project presentations.



## Why Should I Participate?

- To create and build networks with peers from across the globe.
- To develop networks with green and sustainable local business leaders.
- To learn business practices that demonstrate sustainable business and social responsibility.
- To gain exposure to sustainable businesses that will enhance your knowledge of sustainable business management.

## Who should participate in this programme?

- Postgraduate students, researchers, university scholars and professionals who want to understand multidisciplinary and multicultural settings on sustainability-related topics and issues.
- Business professionals who want to gain insights into current and future green business drivers, and link new knowledge with change practice.
- Participants who want to develop discriminative and discovery learning on creative solutions through a systematic analysis of sustainability-related topics, in particular, sustainable production and consumption (SPC)-related issues in small-group interactions.

# Fees Payment

Fee payment as per the following category:

Foreign Post Graduates	USD600.00
Foreign Academics & Business Professionals	USD1,200.00
Local Post Graduates	MYR1,500.00
Local Academics & Business Professionals	MYR3,000.00

Full capacity is 100 pax. Reservation is based on first come first serve basis, with full payment received by our office. The fee include:

- Accommodation at Rainbow Paradise Beach Resort, Penang.
- 5 days training programme
- 5 meals per day
- Site visits to companies
- Gala Dinner

# Leisure in Penang



1. Rainbow Paradise Beach Resort, Penang  
2. Water sports in Rainbow Paradise Beach  
3. Batu Feringghi Beach

4. Night Market in Batu Feringghi  
5. Penang Hill  
6. Trishaw ride in Padang Kota

7. Ferry ride  
8. Local Delicacies

# Tentative Programme

Day 1 (3 August 2015) Monday	
0700-0830	Breakfast at Coffee House
0830-0900	Registration
0900-1030	Welcoming Speech <ul style="list-style-type: none"><li>● Dean</li><li>● Vice Chancellor</li><li>● Keynote address</li></ul>
1030-1100	Tea Break and Press Conference
1100-1300	Introduction to Sustainable Development
1300-1430	Lunch
1430-1700	Green Business: Building Competitive Advantage
1700-1730	Evening Tea

  

Day 2 (4 August 2015) Tuesday	
0700-0830	Breakfast at Coffee House
0830-1030	Tools and Techniques in Determining Issues
1030-1100	Tea break
1100-1300	Innovative Practices in Social Enterprise
1300-1430	Lunch
1430-1700	Company Visit & Presentation of Sustainable Development Case by the Company

  

Day 3 (5 August 2015) Wednesday	
0700-0830	Breakfast at Coffee House
0830-1300	Company Visit & Presentation of Sustainable Development Case by the Company
1300-1430	Lunch
1430-1700	Company Visit & Presentation of Sustainable Development Case by the Company

Day 4 (6 August 2015) Thursday	
0700-0830	Breakfast at Coffee House
0830-1030	Design Thinking for Strategic Innovation
1030-1100	Tea Break
1100-1300	Developing the Project Session by Participants
1300-1430	Lunch
1430-1700	Developing the Project Session by Participants
1700-1730	Evening Tea

  

Day 5 (7 August 2015) Friday	
0700-0830	Breakfast at Coffee House
0830-1030	Group Project Presentation (Concurrent Session)
1030-1100	Tea Break
1100-1300	Group Project Presentation (Concurrent Session)
1300-1430	Lunch
1430-1700	Group Project Presentation (Concurrent Session)
1700-1730	Evening Tea
1930-2300	Gala Dinner

## NOTE

Dinner is provided nightly from 1930-2200 at the Hotel Breeze Cafe.

# How to Apply?

Please complete the form and submit to:

Secretariat  
International Sustainable Business Week 2015  
Graduate School of Business,  
Universiti Sains Malaysia  
11800, USM, Penang, Malaysia  
Phone: +6046532789 or +6046532791  
Fax: +6046532792  
Email: [fiena@usm.my](mailto:fiena@usm.my)  
[azlina\\_khalid@usm.my](mailto:azlina_khalid@usm.my)

Contact for inquiries:

1. Nor Halimatun Safina  
Tel. no: +604 653 2789  
Mobile: +6013 599 7976

2. Noor Azlina Khalid  
Tel. no: +604 653 2791  
Mobile: +6010 400 2930

## Registration Form

### International Sustainable Business Week 2015

3<sup>rd</sup>-7<sup>th</sup> August 2015

**Rainbow Paradise Beach Resort, Tanjung Bungah, Penang, Malaysia**

Send registration form to: Nor Halimatun Safina / Noor Azlina Khalid

Graduate School Of Business, 11800, USM, Penang, Malaysia

Fax: +604 – 6532792 or Email: fiena@usm.my / azlina\_khalid@usm.my

No	Participant Name	Position & Email				
1.						
2.						
3.						
4.						
5.						
<b>Company</b>						
<b>Address</b>						
					<b>Postcode:</b>	
<b>Contact Person</b>		<b>Tel. No:</b>			<b>Fax. No:</b>	
<b>E-Mail</b>		<b>Mobile No:</b>				
Mode of Payment		Number	Bank	No of Participant		MYR
I enclosed	Cheque			Normal		
	Bank Draft			Student		
	Money Order					
	LO/PO			Total		
Cheque / Bank Draft / Money Order / LO / PO must be made payable to <b>'USAINS HOLDING SDN. BHD.'</b>						

1. Bank Transfer [*Please fax your Bank-in Slip (Print your name & details on the slip)*].

Payee Name	USAINS Holding Sdn Bhd
Details	International Sustainable Business Week 2015
Account No	800-381-7364
Name of Bank	CIMB Bank Berhad (USM Branch), Universiti Sains Malaysia, 11800 USM, Penang, Malaysia
Swift Code	CIBBMYKL

2. **A Local Order (LO) or Purchase Order (PO) must be presented before the event.**

The Organizer reserves the right to refrain a registered participant from taking part in the event if no proof of payment can be presented. This only applies to registered participants who have NOT paid the registration fee PRIOR to the event date.

3. **Cancellation / Substitution**

A refund less administration fee (50% of course fee) will be given for cancellations received at least 10 working days before the start date of the course. No refund will be made after this period. However, substitute participants are welcome at no extra charge if a written notice of at least 5 working days before the event is given to the Organizer.