

## Course: Executive Program Conscious Business Bootcamp

### Philosophy of the program

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Sustainability is no longer something that business owners and entrepreneurs need to consider next to... It needs to be at the core of their organization. And while business schools and university are upgrading their curriculums to reflect and teach these sustainable ways of doing business, this information is not readily available to many SME companies. Owners of SMEs and entrepreneurs can play a vital role in delivering economic, social, and environmental value to their local communities and stakeholders. Yet, their knowledge of business conduct often comes from their outdated studies, and years of experience in a less-than-sustainable world. We need to support SME owners and entrepreneurs in the transformation of their businesses towards consciousness by arming them with the relevant knowledge and presenting them with the practical tools and frameworks to propel them forward on their sustainable path.

### This course is unique, because:

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The course consists of an intense two day course, hence the name 'Bootcamp', with several components. The components can be offered as a total in two full days or divided into parts of a few hours. If the Bootcamp is offered in parts then it is advisable to accompany it with an informal networking activity. There is a total of 9 parts in this course guide. Three types of content can be used in a part:

- **Lectures:** these are mostly knowledge-based. Lectures need to be interactive in nature, asking the group questions, doing short in-class exercises to cement the knowledge, and using a multitude of sources such as videos and examples to cement the presented knowledge.
- **Exercises:** these focused on individual- or group-work. There are no lecture slides but rather a worksheet or other materials from which participations gain practical insights and skills.
- **Inspiration:** these are used to broaden the minds of the participants, and can come from external speakers, videos, or stories of other participants.

### Suggested tools from the toolbox

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Discussions

Horizon Story pitch

### Sources that were used to create this course

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See full 'literature and other sources of information' in document 'course setup'

### Suggestion for assessment

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non

### Suggested assessment criteria (e.g. rubric)

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non

### Information about the creator(s) of this course

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