

SAVE THE WORLD

BUSINESS SCHOOL students have always wanted to make their mark on the world, but increasingly they are also concerned about their environmental impact on the planet.

A growing number of business schools are now teaming up with environmental organisations to create programmes addressing sustainable development.

In January 2011, Rotterdam School of Management will launch a specialised executive MBA in water management. Developed in partnership with the Wetsus Centre of Excellence for Sustainable Water Technology, it will focus on future strategies of water management.

Hetty Brand-Boswijk, director of external relations at the school, says it hopes to ensure that "all students, from cradle to

grave, understand their business footprint on the world".

Next September, the University of Exeter Business School in the UK will launch the One Planet MBA in partnership with WWF, the global conservation organisation. The school, which says we are consuming 50 per cent more than the planet can sustain, hopes to attract students who want to build a more equitable society and aims to create environmentally aware business leaders.

Meanwhile, Ashridge Business School in Hertfordshire has been running an MSc in sustainability and responsibility since 2009. The programme is aimed at students who feel they should be doing something beyond making a profit and that ethical practice should be a primary goal. ■

