



**UNADAP ACADEMY**  
*for Leadership and Governance*

| PROSPECTUS |  
MASTERCLASS | Post-Graduate Diploma  
**BUSINESS and**  
**INTERNATIONAL RELATIONS**

Aligned with the United Nations Sustainable Development Goals (SDGs)

**7 SESSIONS | 6 SESSIONS ONLINE**

**1 SESSION AT THE UNITED NATIONS, GENEVA**

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United Nations Association for Development And Peace



**UNADAP ACADEMY**  
*for Leadership and Governance*

“The principle of common but differentiated responsibilities is the bedrock of our enterprise for a sustainable world”

ANTONIO GUTERRES  
UN SECRETARY GENERAL



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# MASTERCLASS *in* BUSINESS *and* INTERNATIONAL RELATIONS

Aligned with the United Nations Sustainable Development Goals (SDGs)

| PROSPECTUS |

# TOPICS

## BUSINESS *and* INTERNATIONAL RELATIONS

### MODULE 1

Introduction to UN Sustainable Development Goals (SDGs) and their Impact on Businesses

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### MODULE 2

Integrating Sustainability into Business Strategy: A Practical Approach

3

### MODULE 3

Public-Private Partnerships for Sustainable Development

4

### MODULE 4

Corporate Governance and Ethical Leadership in the Global Context

5

### MODULE 5

ESG- Environment, Social, Governance

6

### MODULE 6

Cross-Cultural Communication and Negotiation Skills in International Business

7

### MODULE 7

Case Studies: Successful Business Models Aligned with SDGs @ the UN Office at Geneva.



# WELCOME TO THE MASTERCLASS!

Welcome to the “Masterclass on Business & International Relations” - in Alignment with the United Nations Sustainable Development Goals (SDGs).

This comprehensive program has been meticulously designed to provide you with a deep understanding of the interplay between business practices, international relations, and the global pursuit of sustainable development.

As we navigate the complexities of the 21st century, the role of business leaders and policymakers in advancing the SDGs has never been more critical. This Masterclass aims to equip you with the knowledge, skills, and insights needed to integrate sustainability into your business strategies, forge meaningful partnerships, and make a positive impact on both local communities and the global community at large.

From exploring the fundamental principles of the SDGs to exploring practical approaches for sustainability integration, from understanding the importance of public-private partnerships to mastering cross-cultural communication and negotiation skills, this course offers a holistic learning experience.

Furthermore, our tour unique session at the UN Office in Geneva will provide you with first-hand insights into successful business models that are aligned with the SDGs, offering a tangible connection between theory and practice.

Join us on this transformative journey as we strive to create a more diligent, prosperous, and sustainable world through responsible business practices and collaborative international efforts.

Kind Regards,

**Dr. Dominic F Dixon**  
President



## INTENDED MODEL

1

### Week 1-6: Online Sessions

Engage in interactive online learning covering sustainability principles, stakeholder engagement, and strategic implementation.

2

### Week 7: UN Office at Geneva

Experience immersive on-site learning, networking with global leaders, and exploring real-world sustainability initiatives.

3

### Post-Program

Apply newfound knowledge to develop and implement sustainable business strategies within your organization.

## COURSE MODALITY OPTIONS

6 modules online and one at the UNOG, in Geneva

1

2

All 7 modules online

3

PGD - Post-Graduate Diploma  
(1 YEAR)



# POST-GRADUATE DIPLOMA

Should the participant wish to do the program as a Post-Graduate Diploma, then the course would run for one year. This would be a research-based programme.

1

2

In this case, the participant would do the 7 weeks program and continue on to finish the entire course. The alternate option would be for the student to do the entire PGD online, without the outreach at UNOG.

The PGD would be a research-based program and she/ he would need to submit a thesis to complete the course.

3

## Post-Graduate Diploma (PGD) Overview

The Post-Graduate Diploma (PGD) program offered by the UNADAP Academy for Leadership and Governance (UALG) is a specialized academic initiative designed to empower individuals with advanced knowledge and practical skills in global leadership, diplomacy, and international relations. With a curriculum that emphasizes research, critical thinking, and hands-on application, the PGD program builds on the foundation laid by UALG's masterclasses, extending into an intensive one-year journey. Participants engage in a blend of academic rigor and real-world problem-solving, culminating in a research thesis that demonstrates their expertise and contributes to global discourse in their chosen field.

This program is ideal for individuals aspiring to excel in transnational diplomacy, conflict resolution, peacebuilding, and business relations on the global stage. With its hybrid delivery model, the PGD provides flexibility, allowing participants to engage in a mix of online learning and immersive sessions at esteemed global institutions, such as the United Nations Office in Geneva.

The PGD is not just an academic credential but a transformative experience, equipping participants with the strategic insights and ethical grounding needed to navigate complex global challenges and make meaningful contributions to governance and leadership in an interconnected world.



# MODULE 1

## Introduction to UN Sustainable Development Goals (SDGs)

### Global Impact

Understand the 17 SDGs and their role in addressing global challenges, from poverty eradication to climate action.

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### Business Relevance

Explore how SDGs create opportunities for innovation, growth, and long-term business success.

3

### Collaborative Approach

Learn about the importance of partnerships between businesses, governments, and civil society in achieving the SDGs.

**Module 1** lays the foundation for understanding the UN Sustainable Development Goals and their profound impact on businesses. Participants will gain a comprehensive overview of the 17 SDGs, their targets, and the global challenges they aim to address. This module emphasizes the critical role that businesses play in advancing these goals and how aligning with the SDGs can drive innovation, create new market opportunities, and enhance corporate reputation.

**Unilever:** A global consumer goods company that has integrated sustainability into its business model, focusing on reducing environmental impact and improving social welfare.

**Patagonia:** An outdoor apparel company known for its commitment to environmental sustainability and ethical supply chain practices.

# MODULE 2:

## Integrating Sustainability into Business Strategy



This module will provide participants with a comprehensive understanding of how to integrate sustainability principles into business strategy effectively. Participants will explore the United Nations Sustainable Development Goals (UNSDGs) as a framework for aligning business practices with global sustainability objectives. Through a combination of theoretical insights and practical case studies, participants will learn how to develop and implement sustainable business strategies that create value for both the company and society.

- 1 Understand the importance of sustainability in business strategy.
- 2 Familiarize with the United Nations Sustainable Development Goals (UNSDGs) and their relevance to businesses.
- 3 Identify opportunities and challenges in integrating sustainability into business operations.
- 4 Learn practical approaches for incorporating sustainability principles into strategic decision-making.
- 5 Develop skills to measure and evaluate the impact of sustainable business practices.

# MODULE 3

## Public-Private Partnerships for Sustainable Development



### Benefits of Partnerships

- Leverage diverse resources and expertise
- Scale up sustainable solutions
- Share risks and rewards
- Accelerate progress towards SDGs

### Key Partnership Models

- Joint ventures
- Strategic alliances
- Public-private initiatives
- Multi-stakeholder platforms

This module will provide participants with a comprehensive understanding of public-private partnerships (PPPs) and their role in advancing sustainable development goals (SDGs) outlined by the United Nations. Participants will explore the concept of PPPs, their benefits and challenges, and learn how they can be leveraged to address complex social, economic, and environmental challenges. Through case studies and interactive discussions, participants will gain insights into successful PPP models and best practices for fostering collaboration between governments, businesses, and civil society organizations.

### — Learning Objectives —

#### Session 1

Introduction to Public-Private Partnerships

#### Session 3

Stakeholder Engagement in Public-Private Partnerships

#### Session 5

Strategies for Partnership-Building and Collaboration

#### Session 7

Diplomacy in dialogue

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#### Session 2

Benefits and Challenges of Public-Private Partnerships

#### Session 4

Successful PPP Models and Case Studies

#### Session 6

Action Planning and Reflection



**UNADAP**

Ethical Leadership Programme

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## MODULE 4

### Corporate Governance and Ethical Leadership in the Global Context



This module will provide participants with a comprehensive understanding of corporate governance and ethical leadership in the global context, with a focus on their role in advancing the United Nations Sustainable Development Goals (UNSDGs). Participants will explore the principles of good corporate governance, the importance of ethical leadership, and their impact on organizational sustainability and societal well-being. Through case studies and interactive discussions, participants will learn how to promote transparency, accountability, and integrity in corporate governance practices, enabling sustainable business growth and social responsibility.

# MODULE 5

## ESG: Environment, Social, Governance



Module 5 provides a comprehensive overview of Environmental, Social, and Governance (ESG) factors and their growing importance in business decision-making and investment strategies. Participants will learn how to assess and improve their organization's ESG performance, develop effective ESG reporting frameworks, and leverage ESG initiatives to create long-term value. The module also explores the link between strong ESG practices and financial performance, risk mitigation, and enhanced stakeholder trust.

- 1 Understand the concept of ESG (Environment, Social, Governance) and its relevance to sustainable development goals.
- 2 Explore the key components of ESG and their interconnections.
- 3 Identify the business case for integrating ESG considerations into corporate strategy and decision-making.
- 4 Learn how to assess and manage ESG risks and opportunities.
- 5 Develop strategies for integrating ESG considerations into corporate reporting and stakeholder engagement practices.



## MODULE 6

# Cross-Cultural Communication and Negotiation Skills in International Business

This module will equip participants with the essential skills and knowledge required for effective cross-cultural communication and negotiation in the context of international business. Participants will explore the complexities of cultural differences, communication styles, and negotiation tactics across diverse cultural contexts. Through interactive exercises, case studies, and real-world examples, participants will learn how to navigate cultural barriers, build rapport, and negotiate successfully with counterparts from different cultural backgrounds.

### – Learning Objectives –

Understand the importance of cross-cultural communication and negotiation skills in international business.

1

Develop strategies for building rapport, trust, and understanding across cultural boundaries.

3

Acquire negotiation skills for reaching mutually beneficial agreements in cross-cultural settings.

5

2 Recognize cultural differences and their impact on communication and negotiation processes.

4 Learn effective communication techniques for conveying messages clearly and avoiding misunderstandings.

# MODULE 7

## Case Studies: Successful Business Models Aligned with SDGs



### Renewable Energy Innovation

Explore how leading companies are revolutionizing the energy sector through sustainable technologies and business models.



### Circular Economy Pioneers

Learn from businesses that have successfully implemented circular economy principles to reduce waste and maximize resource efficiency.



### Inclusive Business Models

Discover how companies are creating shared value by addressing social challenges while generating profitable growth.

This module will showcase successful business models that align with the United Nations Sustainable Development Goals (SDGs) and demonstrate the private sector's role in advancing sustainable development.

Through a series of case studies, participants will learn how businesses around the world are integrating sustainability into their core strategies, operations, and value chains to create positive social, environmental, and economic impact. The module will highlight innovative approaches, best practices, and lessons learned from companies that have successfully aligned their business models with the SDGs, inspiring participants to explore opportunities for sustainable business practices in their own organizations.





## Module Conclusion:

This module serves as the culmination of the Masterclass, bringing together the key learnings and insights from the previous sessions. Participants will leave this module inspired and empowered to leverage business as a force for good and contribute to the achievement of the UN Sustainable Development Goals.

By exploring successful case studies, participants will gain a deeper understanding of how leading organizations have aligned their business models and strategies with the SDGs. They will discover best practices and practical strategies for driving positive change and creating shared value within their own organizations and communities.

Through interactive discussions and hands-on activities, participants will develop actionable plans to integrate sustainability principles into their decision-making processes. This module equips them with the knowledge, tools, and confidence to become agents of change, leading their organizations towards a more sustainable and socially responsible future.



### Session 1: Introduction to Sustainable Business Models and the SDGs

Case Study 1: Success - Nestlé's Commitment to Sustainability

Case Study 2: Failure - Swiss Bank UBS's Involvement in Controversial Transactions

### Session 3: Best Practices for Integrating Sustainability into Business Operations

Case Study 5: Success - Novartis's Access to Medicines Initiatives

Case Study 6: Failure - Swiss Air's Carbon Emissions

### Session 5: Scaling Impact: Strategies for Growth and Expansion

Case Study 9: Success - ABB's Renewable Energy Solutions

Case Study 10: Failure - Swiss-based Crypto Mining's Environmental Impact

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### Session 2: Sustainable Business Models in Action: Industry Case Studies

Case Study 3: Success - IKEA's Circular Business Model

Case Study 4: Failure - Glencore's Environmental Controversies

### Session 4: Creating Shared Value: Stakeholder Engagement and Collaboration

Case Study 7: Success - Swiss Re's Resilience Framework

Case Study 8: Failure - Nestlé's Water Bottling Controversies



## Dr. Dominic F Dixon | ACADEMY PRESIDENT

**Dr. Dominic F Dixon** is distinguished as a World-Leading Foreign Policy, Climate Change and Renewable Energy authority (ESG/ PRI, Assessment, Reporting & Rating), with an unparalleled legacy of 18 years in the vanguard of international transformation. Revered for his dynamic relationships with the United Nations, the Oil and Natural Gas industry, Defence and influential organisations; he has consistently harnessed expertise to deliver paradigm-shifting solutions at the confluence of sustainability, policy innovation, and global synergy, inter- governmental peace and negotiations. His advisory role extends to expertise in NET ZERO strategies guiding organisations from ENERGY to DEFENCE to RETAIL, in developing actionable carbon reduction plans & executing collaborative efforts to achieve sustainability goals.

Elevating his global eminence, Dr. Dixon has been entrusted with advisory and critical decision-making roles within Climate and Sustainability practice, interfacing with luminaries such as heads of states, Prime Ministers of India and the United Kingdom, France, the European Commission, and top-tier Oil and Gas corporations. His strategic counsel has led to game-changing initiatives to curtail greenhouse gas emissions, enhance carbon capture and utilisation, and champion circular economies, all while adhering to UNFCCC guidelines for transparency and reporting with expertise in Environmental, Social, and Governance (ESG). His multifaceted acumen extends to diverse domains including compliance of biodiversity preservation, sustainable agriculture, decarbonisation, transition financing, and water management.

Dr. Dixon's standing as a trailblazing authority is fortified by his accreditation under UNECOSOC & UNFCCC, coupled with his esteemed membership in the Crime Alliance under the UNODC. A defining accomplishment within his journey was his role as the former Director of Research and Development at UNITAR's Cifal-B, where he played a vital role in conceptualising groundbreaking policies and establishing critical compliances. His prowess in advocacy, international diplomacy, and strategic guidance spans the UN, International Organisations, Aviation, and Civil Society. His expertise, guided by proficient communication skills, is manifest through his creation of seminal works including eleven authored books. His illustrious academic journey encompasses Core Diplomatic Practice under the United Nations in Vienna & Geneva, an MBA, Justice at Harvard, Ethics at Oxford, International Law at UCL and a doctorate in Psychology. His resolute commitment to justice and peace has been exemplified by interviews spanning thirty-six countries, delegation to over forty countries, amplifying the significance of national, international, and humanitarian law, and the UN SDGs.

Presently based in New York, Dr. Dixon's enduring influence continues to catalyse global progress, most notably through his instrumental role in shaping Middle-East peace treaties via the epochal Abraham Accords.



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