

## X51 BUSINESS STRATEGIES FOR SUSTAINABILITY

### COURSE OUTLINE

#### 1. GENERAL

<b>SCHOOL</b>	ECONOMIC SCIENCES		
<b>DEPARTMENT</b>	ECONOMICS AND SUSTAINABLE DEVELOPMENT		
<b>LEVEL OF STUDY</b>	<i>Undergraduate</i>		
<b>COURSE UNIT CODE</b>	<b>X51</b>	<b>SEMESTER OF STUDY</b>	5th
<b>COURSE TITLE</b>	Business Strategies for Sustainability		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lecture		<b>3</b>	<b>7.5</b>
<b>COURSE UNIT TYPE</b>	Scientific area		
<b>PREREQUISITES :</b>			
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	English		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	YES		
<b>MODULE WEB PAGE (URL)</b>			

#### 2. LEARNING OUTCOMES

##### Learning Outcomes

This course explores the drivers, strategies, and business cases of companies that are taking a fully integrated approach to deliver sustainable business success in a rapidly changing world. The sheer scale of the challenge, along with the nature of emerging business opportunities, mean that leading players are now adopting more transformative models – integrating sustainability principles into the heart of everything they do for long-term, sustainable business success. Furthermore, a new generation of start-up enterprises are being established for the specific purpose of meeting the great challenges of our time; they are building new, more sustainable business models that are disrupting markets for good (e.g. circular economy). The course incorporates real-life examples of social and environmental leadership to demonstrate the efficacy of good sustainable business decisions, and illustrates the negative ramifications of outdated, purely economic-driven managerial decision-making. Influential concepts based on interdisciplinary research in sustainability are discussed in detail, and practical insights address how to turn policy into practice in the workplace.

Upon successful completion of the course the student will be able to:

- Increase their understanding on key strategic themes for future success through sustainability
- Rethink the value chain and build a clear vision for economic success and competitive advantage through sustainability
- Understand the environmental, social, and economic drivers and risks impacting on companies – along with the major business opportunities for integrating sustainability factors within the core business strategy.
- Understand the latest big-impact topics, including how businesses can meet the Circular Economy challenge.
- Develop insights on sustainable business analysis, and strategy formulation.

##### General Skills

- Search, analyze and synthesize data and information, using the necessary technologies
- Adaptation to new situations
- Decision making
- Independent work
- Teamwork

- Exercising criticism and self-criticism
- Promoting free, creative and inductive thinking
- Communication skills in written and oral speech, using arguments in work, presentations and public discussions. Exercising criticism and self-criticism

### 3. COURSE CONTENTS

- Introduction to Sustainable Business and Sustainable Business Core Concepts and Frameworks
- Government, Public Policy, and Sustainable Business
- Framework for understanding business engagement in sustainability
- Transitional and transformational strategies and ecocentric dynamic capabilities
- Digital Disruption and Sustainable Innovative Business Models
- Leadership and Change Management in a Complex World
- Sustainability in Practice
- Sustainability Analytics and Reporting

### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	Lectures in the classroom	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Dynamic powerpoint slides e-class support	
<b>TEACHING METHODS</b>	<b>Method description</b>	<b>Semester Workload</b>
	Lectures	39
	Assignments Focused on Applying Methodologies and Analyzing Case Studies in Small Student Groups	33
	Teamwork in a case study.	50
	Independent Study	65.5
	<b>Total Course</b>	<b>187.5</b>
<b>ASSESSMENT METHODS</b>	I. Final written examination (60%) including: <ul style="list-style-type: none"> <li>- Short answer questions</li> <li>- Essay Questions</li> <li>- Comparative evaluation of theory and frameworks.</li> <li>- Teamwork Presentation (40%)</li> </ul>	

### 5. RESOURCES

*Recommended Books:*

1. Stefan Markovic, Cristina Sancha, Adam Lindgreen (2021) Handbook of Sustainability-Driven Business Strategies in Practice, Edward Elgar Publishing, ISBN: 978 1 78990 834 3
2. Ross Gittel, Matt Magnusson, Michael Merenda, (2012) The Sustainable Business Case Book Saylor Foundation, ISBN 13: 9781453346778
3. Willard, M., & Hitchcock, D. (2009). *The business guide to sustainability: Practical strategies and tools for organizations*. Routledge.
4. Nada R. Sanders, John D. Wood (2019) Foundations of Sustainable Business: Theory, Function, and Strategy 2nd Edition, Wiley

*Recommended Article/Paper Resources:*

1. Long, T. B. (2019). Sustainable Business Strategies. in *Encyclopedia of the UN Sustainable Development Goals: Decent Work and Economic Growth* (pp. 1-11). Springer.
2. Haseeb, M., Hussain, H. I., Kot, S., Androniceanu, A., & Jermisittiparsert, K. (2019). Role of social and technological challenges in achieving a sustainable competitive advantage and sustainable business performance. *Sustainability*, 11(14), 3811.

3. van Bommel, K. (2018). Managing tensions in sustainable business models: Exploring instrumental and integrative strategies. *Journal of Cleaner Production*, 196, 829-841.
4. Barbieri, R., & Santos, D. F. L. (2020). Sustainable business models and eco-innovation: A life cycle assessment. *Journal of Cleaner Production*, 266, 121954.
5. Nosratabadi, S., Mosavi, A., Shamshirband, S., Kazimieras Zavadskas, E., Rakotonirainy, A., & Chau, K. W. (2019). Sustainable business models: A review. *Sustainability*, 11(6), 1663.
6. Pizzi, S., Corbo, L., & Caputo, A. (2021). Fintech and SMEs sustainable business models: reflections and considerations for a circular economy. *Journal of Cleaner Production*, 281, 125217.
7. He, J., & Ortiz, J. (2021). Sustainable business modeling: The need for innovative design thinking. *Journal of Cleaner Production*, 298, 126751.
8. Martinez, F., Peattie, K., & Vazquez-Brust, D. (2019). Beyond win-win: A syncretic theory on corporate stakeholder engagement in sustainable development. *Business Strategy and the Environment*, 28(5), 896-908.