

## COURSE: SUSTAINABLE BUSINESS MANAGEMENT VIDEOCONFERENCE

Language	English
Level of Spanish required	Not required
Hours	45h
Credits	6 ECTS

### Introduction

The Spanish culture courses by videoconference are spread out over the semester. During this time, the student has access to the study materials, a syllabus of practical exercises, complementary self-learning materials, etc. offered weekly in the Campus Virtual so the students can work with it whenever they want. These materials, alongside synchronous group videoconferences (from Monday to Thursday) or asynchronous depending on the time zones (almost half of the course hours), and individualized tutorials also by videoconference (almost half of the course hours), as well as the use of forums to be in contact with the class group will be the basis of your learning.

The personalized attention, the professionalism of our teachers, the quality of the materials and constant feedback are our guarantee of success.

### Course description

Irreversibly, current and future businesses will have to be sustainable. In this sense sustainable is attracting the attention of companies, consumers, policy-makers, stakeholders and business agents from around the world. Thus, the number of companies developing and implementing sustainable business strategies is growing. To carry out this challenge successfully companies are recruiting managers prepared in this cross-disciplinary topic. This course is an introduction to all of the Sustainable Business Management: Global sustainable models, trade, industry, consumption, trends, strategies, key sectors, policy and more.

In the class, students will learn the vision and the tools required in order to effectively manage all of the challenges that new sustainable business models are currently demanding. The course explains the “whats” and the “whys” of sustainable business in order to learn a big perspective and deep capabilities around the sustainability competitive advantages.

### Methodology

The class will be based in lectures as well as practices with examples of Sustainable Business Management. We will be paying attention to both technical and human variables to understand how critical the relationship between business and sustainability is. The professor will provide lecture notes and other supplementary material that he will be uploading on the course website at least one day before the scheduled lecture.

### Certification and assessment

During the course, the student will do continued work through the virtual campus with the materials provided by the teacher. Also, will participate actively in the group videoconferences, the forums and the individualized tutorials, by videoconference too.

To obtain the ECTS credits a final grade will be necessary, based on the following percentages:

30% Continued work through the Campus Virtual

30% Participation in the videoconferences and tutorials

40% Exam or written work

### Syllabus

- **Sustainable Business Management**
  - Business, Environmental and Human Development
  - Rationale and Benefits of Sustainable Business
  - Global Business Models
  
- **Sustainable Business Concepts**
  - Natural Capital and Publics Goods
  - Environmental Externalities
  - Sustainable Business Trends, Trade, Industry, Jobs, Consumption
  
- **Planning, Policy and Sustainable Governance**
  - Sustainable Business Strategies
  - Key Sectors
  - Policy Assessment
  - Stakeholders Engagement
  - Policy and Regulatory Tools
  
- **International Policies**
  - International Policy Developments
  - Global Development Framework

### **Bibliography**

Ashford, N. A. & Hall, R. P. Technology, globalization, and sustainable development transforming the industrial state. (Routledge, 2019).

Jeanrenaud, S., Jeanrenaud, J.-P. & Gosling, J. Sustainable business: a one planet approach. (Wiley & Sons in 2017)

Molthan-Hill, P. The business students guide to sustainable management: Principles and Practice. (Greenleaf, 2014).