Introduction to Business Sustainability Management

ECTS : 2

Langue du cours : Français

Volume horaire : 18

Description du contenu de l'enseignement :

1. Understanding the complexity of climate and climate issues. Climate Fresk.

2. Sustainability: the foundations. Key concepts, definitions, milestones

3. Purpose-driven business: redefining value creation

4. Marketing as a force for good. Finance as a force for good

5. Tools for measuring & managing impact. Key reporting framewors

6. Circularity. Rethinking resources use

7. Group presentationa of case studies

Compétences à acquérir :

Humanity is facing a triple planetary crisis—climate change, biodiversity loss, and pollution—that is reshaping economies, societies, and the way organisations operate. In this context, the unit introduces students to the fundamental concepts of sustainability management in a business environment, helping them understand how these global pressures affect companies, financial institutions, governments, and civil society.

Students will develop the ability to identify and interpret the social, environmental, and economic challenges that influence decision-making at all levels. They will also learn the key tools used to measure, analyse, and manage the impacts of this crisis within organisations. Ultimately, the unit aims to inspire students to cultivate a “sustainability mindset” and to act as agents of positive change throughout their careers, using the objectives of the Paris Agreement as a guiding framework.

Pré-requis obligatoires

Read the IPCC's "Summary for Policymakers" "https://www.ipcc.ch/report/ar6/syr/summary-for-policymakers/

Pré-requis recommandés

Basic understanding of the mechanisms of climate change, biodiversity loss and pollution

A keen interest in sustainability issues

Mode de contrôle des connaissances :

Participation: 10%. Group presentation of Case studies: 30%. Final MCQ: 60%

Coefficient : 0.50

Bibliographie, lectures recommandées :

IPCC's "Summary for Policymakers" "https://www.ipcc.ch/report/ar6/syr/summary-for-policymakers/

Figueres, C & Rivett-Carnac T. “The Future we Choose.” Manilla Press, 2020

Gates, B. “How to avoid a Climate Disaster. The solutions we have and the breakthroughs we need.” Penguin Random House, 2021

Goodall, C. “What we Need to Do Now for a Zero Carbon Future.” Profile Books, 2020

Molthan-Hill, P. “The Business Student’s Guide to Sustainable Management.”, Second edition. Greenleaf Publishing, 2017.

Polman, P. & Winston, A. “net positive. How courageous companies thrive by giving more than they take.” Harvard Business Review Press, 2021

Robinson, M. “Climate Justice.” Bloomsbury Publishing, 2018.

Thunberg, G. “The Climate Book.” Penguin Books, 2022