COURSE DETAIL

GREEN BUSINESS: GERMAN AND EUROPEAN SUSTAINABLE ENTREPRENEURSHIP

Country
Germany

Host Institution
Free University of Berlin

Program(s)
European Studies

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Environmental Studies Economics Business Administration

UCEAP Course Number
108

UCEAP Course Suffix

UCEAP Official Title
GREEN BUSINESS: GERMAN AND EUROPEAN SUSTAINABLE ENTREPRENEURSHIP

UCEAP Transcript Title
GREEN BUSINESS

UCEAP Quarter Units
4.50

UCEAP Semester Units
3.00

Course Description

The course provides a theoretical foundation in the development of green and sustainable solutions within the economic context of Germany and Europe and develops an understanding of how sustainable entrepreneurship is unfolding creative potential and opportunities for environmental improvements using core business activities. The course equips students with more practical tools and processes for developing their own business ideas for the green economy. This course provides an introduction to recent developments in Germany and the European Union (EU) with regard to a green and sustainable economy. This course begins by exploring key concepts for a green and sustainable economy in the German and European policy contexts and then looks at the development that has taken place both at the political level and in the economy in recent time. It then focuses on the micro-level of the businesses themselves and discusses the motivating forces behind entrepreneurs' and businesses' decisions to make a strategic commitment to environmental sustainability. Students consider the roles and strategies of different types of companies and how incumbents and start-ups engage in environmental protection. The course also looks at the strong connection between politics and business in the European context and the inclination of many sustainable entrepreneurs to engage in policy making in a manner that also turns them into “institutional” entrepreneurs, acting at a meso-level. Finally, the more theoretical part of the course looks at how sustainable entrepreneurs may encounter market and regulatory barriers related to environmental externalities, path dependencies, and lobbying activities by incumbent companies. It also looks at (partial) solutions to such barriers provided by incubators, business competitions, universities, investors, and public funding programs. The more practical part of the course engages with good practice examples through the entrepreneurs themselves (guest speakers) and by going on a field-trip. As Berlin has a special reputation for hosting a vibrant start-up scene, students visit the Green Garage on the Euref campus in Schöneberg, where they learn more about the acceleration and incubation processes of the EU

initiative “Climate KIC”, and meet the start-ups based there. The students also are encouraged to creatively develop their own business ideas and plan the initial steps using the Sustainable Business Canvas. Their business concept/model is then presented and discussed in the group, providing tips for future improvement and possible realization of the ideas.

Language(s) of Instruction
English

Host Institution Course Number
FU-BEST 33

Host Institution Course Title
GREEN BUSINESS: GERMAN AND EUROPEAN SUSTAINABLE ENTREPRENEURSHIP

Host Institution Course Details
http://www.fu-berlin.de/en/sites/fubest/prog/courses/33_Green-Business.html

Host Institution Campus
Free Univ. Berlin

Host Institution Faculty

Host Institution Degree

Host Institution Department
FU-BEST

Course Last Reviewed
2021-2022

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