COURSE DETAIL

SUSTAINABLE BUSINESS: STRATEGY & INNOVATION
Country Germany
Host Institution Free University of Berlin
Program(s) Berlin Summer
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Environmental Studies Business Administration
UCEAP Course Number 103
UCEAP Course Suffix
UCEAP Official Title SUSTAINABLE BUSINESS: STRATEGY & INNOVATION
UCEAP Transcript Title SUSTAINABLE BUSINES
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

Climate change, environmental pollution, waste of resources and the decline of biodiversity clearly show mankind that processes of change are necessary. On a policy level, the United Nations Sustainable Development Goals, the Paris climate agreement and the Green New Deal are setting the stage, at the corporate level, standards such as environmental social and governance (ESG) reporting, supply chain integrity and voluntary certification, and diversity are critical to long-term business success. How are companies innovating towards more sustainability today? What are the criteria, the success factors and the strategic approaches to tackle consumer, policy, employee and societal demand for more sustainability? This course looks at current sustainability frameworks, sustainable companies and sustainable innovation. Students get to know and to apply collaborative tools to be better prepared for a business environment. One focus is on the development of a sustainable business model or project, based on which students learn and try out modern methods such as the Sustainable Business Canvas, Design Thinking, Effectuation and the Blue Ocean Strategy.

Language(s) of Instruction
English

Host Institution Course Number
3.22

Host Institution Course Title
SUSTAINABLE BUSINESS: STRATEGY & INNOVATION

Host Institution Course Details
http://www.fubis.org/2_prog/term_3/index.html

Host Institution Campus
FUBiS- Track B

Host Institution Faculty

Host Institution Degree
Host Institution Department
Course Last Reviewed 2023-2024

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