



STUDY GUIDE

Un ou des green business?

Organised by

UPHF





1. IDENTIFYING DATA.

• Course Name.	Un ou des green business ?
• Coordinating University.	Université Polytechnique Hauts de France
• Partner University(ies) Involved.	
• Course Field(s).	Sustainable development and management
• Related Study Programme.	Polytechnical modules UPHF
• Course Code.	
• ISCED Code.	342
• SDG.	4; 12
• Study Level.	The course is part of a Bachelor (B) or Master (M) study program - requirements adapted to the level

• Number of ECTS credits allocated.	4 ECTS
• Mode of Delivery.	The course is delivered partly "Online asynchronous" and partly "Online synchronous" (but in this case, the sessions are recorded)
• Language of Instruction.	French and English. The component is taught in French. It may include guest lectures in English, group work with international students can be done in English, and assessments can be done in English too.
• Delivery Period.	Winter semester - Semester 2
• Course Dates.	31th January to 30 th April approximately
• Precise Schedule of the Lectures.	Synchronous lectures will be delivered on a few Friday afternoons and they will be recorded. Approximate work load is 2 hours per week – 36 hours in total
• Key Words.	Sustainable strategies, green business, green investment, ESR, Selection criteria, critical thinking
• Catchy Phrase.	The objective of the module is to bring the student to produce a reflection on the different forms that green business can take for a company. One can be eco-responsible in various ways depending on its sector, its size, its history, its values, its management, the competition, etc.
• Link to Course Guide.	





• Prerequisites and co-requisites.	French B2
• Number of EUNICE students that can attend the Course.	10
• Course inscription procedure(s).	

2. CONTACT DETAILS.

• Department.	IUT - IAE
• Name of Lecturer.	Pascale Clement; Veronique Sanguinetti
• E-mail.	veronique.sanguinetti@uphf.fr; victor.lecam@uphf.fr
• Office.	IUT - IAE
• Other Lecturers.	

3. COURSE CONTENT.

During the training, the student will be led to address:

I - The assessment of the existing situation

- What are other companies doing to be responsible? An overview of what is behind the terms SD and green business today

II - What are our expectations as a young responsible investor? (The student put in situation of responsible investor will have to make a choice of responsible investment in a company and to define the criteria of its own model of green business).

III - How to be more responsible? - How to solve the impossible equation "company sustainability - SD actions"? - What is the compromise between ideal and achievable?

4. LEARNING OUTCOMES.

- Decipher the information related to green business
- Identify the criteria for the implementation of SD / green business
- Establish an evaluation grid of the SD / green business strategy of a company
- Justify a choice of investment in an eco-responsible company
- Carry out an audit and determine practical areas of improvement in relation to these criteria

5. OBJECTIVES.

Question the sustainable development strategies implemented in companies and propose new sustainable strategies



- By developing an information watch
- By demonstrating critical thinking
- By mobilizing key concepts related to SD / green business
- By adopting a reflective posture on its own criteria
- By analyzing the strategies of companies in terms of SD / green business
- By evaluating the strategies of companies according to criteria chosen by the student]

6. COURSE ORGANISATION.

UNITS

- | | |
|----|---|
| 1. | Unit 1 Assessment of the existing situation – acquiring the knowledge |
| 2. | Unit 2 What does it mean to be a sustainable investor? – defining criteria for green business |
| 3. | Unit 3 How to have a real green business? – using knowledge to advise a company |
| 4. | |

LEARNING RESOURCES AND TOOLS.

Moodle – documents, videos, and conferences

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

Unit 1 lectures; Unit 2 Group work; Unit 3 Group work

7. ASSESSMENT METHODS AND CRITERIA.

Individual quiz (knowledge acquisition); 2 group works. Group work 1 (written or oral presentation) peer evaluation. Group Work 2 written summary file and oral presentation

OBSERVATIONS.

Idea of progression

- Step 1: Introduction to the notion of knowledge acquisition (reading FR and consulting websites and videos)
- Step 2: Observation of the criteria used by companies and choice of one's own criteria
- Step 3: Audit of a company / student's criteria and realistic proposals for improvement.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

Documents and literature will be given at the beginning of the course on following topics

- Sheet 1 - Definitions
- Sheet 2 - Origin and history
- Sheet 3 - Stakeholders and governance
- Sheet 4 - Specific forms of enterprise



Sheet 5 - Regulations and labels
Sheet 6 - Socially responsible investments
Sheet 7 - CSR and green business performance
Sheet 8 - Green washing
Sheet 9 - Consumer behavior
Sheet 10 - New economic models: circular economy, blue economy]

