



STUDY GUIDE

***One or several
green businesses?***

Organised by

Université Polytechnique
Hauts-de-France (UPHF)





1. IDENTIFYING DATA.

• Course Name.	One or several green businesses?
• Coordinating University.	Université Polytechnique Hauts-de-France
• Partner Universities Involved.	none
• Course Field(s).	Sustainable Development and management
• Related Study Programme.	Polytechnical Modules at UPHF
• ISCED Code.	342
• SDG.	4, 12 (https://sdgs.un.org/goals)
• Study Level.	Bachelor or Master - requirements adapted to the level

• Number of ECTS credits allocated.	4 ECTS
• Mode of Delivery.	Online live or self-study (recorded sessions)
• Language of Instruction.	English
• Delivery Period.	Semester 1
• Course Dates.	From October 6 to December 1
• Precise Schedule of the Lectures.	Synchronous lectures will be delivered on a few Friday morning and they will be recorded. Approximate work load is 4 hours per week – 36 hours in total.
• Key Words.	Sustainable strategies, green business, green investment, ESR, Selection criteria, critical thinking
• Catchy Phrase.	“Thanks to this module, I learned what a company can do to be really responsible, and I am now aware of greenwashing” (Bachelor Student). “Thanks to this module, I could help a company to learn about green business and I could propose to the manager strategies to develop the ESR aspects” (master student) “In this module, I also learned a lot about how I can be an actor of green business in my personal life” (master student)
• Link to Course Guide.	none

• Prerequisites and co-requisites.	English B2 (or French B2) Available for bachelor and master (requirements are adapted)
• Number of EUNICE students that can attend the Course.	20
• Course inscription procedure(s).	Eunice Application Portal





2. CONTACT DETAILS.

• Department.	Institut Sociétés et Humanités - Institut Universitaire de Technologie Valenciennes (ISH-IUT) / Humanities, Management, Law
• Name of Lecturer.	Veronique Sanguinetti
• E-mail.	veronique.sanguinetti@uphf.fr, victor.lecam@uphf.fr

3. COURSE CONTENT.

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

- 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, and a reflexion about personal expectations towards green businesses
- How to be more responsible? Based on a real case study, the student will try to solve the impossible equation of company sustainability – SD actions. What is the compromise between ideal and achievable?

4. LEARNING OUTCOMES.

Students will be able to:

- 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
- 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
- mobilizing key concepts related to SD / green business
- adopting a reflective posture on its own criteria
- analyzing the strategies of real companies in terms of SD / green business
- evaluating the strategies of companies according to criteria chosen by the student]





6. COURSE ORGANISATION.

UNITS

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| 1. | Unit 1 Assessment of the existing situation – acquiring the knowledge and defining own criteria to differentiate green business from greenwashing business |
| 2. | Unit 2: How to have a real green business? – using knowledge to advise an existing company |

LEARNING RESOURCES AND TOOLS.

Moodle – documents, videos, and conferences

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

Unit 1 Readings, videos, and websites to acquire a common knowledge about ESR and SD in Europe
Unit 2 Group work based on a real case study

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

1. knowledge acquisition + individual quiz
2. group work: written and oral presentation + peer evaluation

OBSERVATIONS.

The first part of the module is individual. The second part is preferably group work but can be adapted and being done individually too.

8. BIBLIOGRAPHY AND TEACHING MATERIALS.

Documents and literature will be given in Moodle before 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]

