

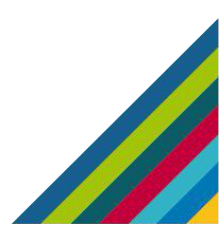


# STUDY GUIDE

## SETTING A GREEN AND SUSTAINABLE BUSINESS?

Organised by

Université Polytechnique  
Hauts-de-France (UPHF)





## 1. IDENTIFYING DATA.

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

• <b>Number of ECTS credits allocated.</b>	4 ECTS
• <b>Mode of Delivery.</b>	Online live or self-study (recorded sessions)
• <b>Language of Instruction.</b>	English
• <b>Delivery Period.</b>	Semester 1
• <b>Course Dates.</b>	From October 6 to December 1
• <b>Precise Schedule of the Lectures.</b>	Synchronous lectures will be delivered on a few Friday morning and they will be recorded. Approximate <b>work load is 4 hours per week</b> – 36 hours in total.
• <b>Key Words.</b>	Sustainable strategies, green business, green investment, ESR, Selection criteria, critical thinking
• <b>Catchy Phrase.</b>	“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 a few 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)
• <b>Link to Course Guide.</b>	none

• <b>Prerequisites and co-requisites.</b>	English B2 Available for bachelor and master (requirements are adapted)
• <b>Number of EUNICE students that can attend the Course.</b>	35
• <b>Course inscription procedure(s).</b>	Eunice Application Portal



## 2. CONTACT DETAILS.

• <b>Department.</b>	Institut Sociétés et Humanités - Institut Universitaire de Technologie Valenciennes (ISH-IUT) / Humanities, Management, Law
• <b>Name of Lecturer.</b>	Veronique Sanguinetti / Amina Maziani
• <b>E-mail.</b>	veronique.sanguinetti@uphf.fr, amina.maziani@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 green and sustainable? An overview of what is behind the terms SD and green business today, and a reflection about personal expectations towards green businesses
- How to be greener and more sustainable? Based on a real case study, the student will try to solve the impossible equation of company sustainability through 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 and sustainable development
- Identify personal expectation priorities towards green businesses
- Establish an evaluation grid of the SD / green business strategy of a company and carry out an audit of an existing small company
- Determine practical and achievable areas of improvement in relation to this evaluation

## 5. OBJECTIVES.

Question the sustainable development strategies implemented in companies and propose new achievable sustainable strategies by:

- developing an information watch and by demonstrating critical thinking
- mobilizing key concepts and tools related to SD / green business
- adopting a reflective posture on its own criteria
- analyzing and evaluating the strategies of real companies in terms of SD / green business 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 develop 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 Individual or Group work based on a real case study

## 7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

1. knowledge acquisition + individual quiz
2. individual group work: 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:

- Doc. 1 - Definitions
- Doc. 2 – Cultures and green businesses?
- Doc. 3 - Stakeholders and governance
- Doc. 4 – Sustainable European company status
- Doc. 5 - Regulations and labels
- Doc. 6 – CSR and green business performance
- Doc. 7 – Investing sustainably and responsibly?
- Doc. 8 – What does green washing mean?
- Doc. 9 – The responsible consumer
- Doc. 10 - New economic models: circular economy, sharing economy, blue economy

