

STUDY GUIDE

*Setting a green and
sustainable business*

Organised by

Université Polytechnique Hauts-de-
France (UPHF)

1. IDENTIFYING DATA.		
• Course Name.	SETTING A GREEN AND SUSTAINABLE BUSINESS	
• Coordinating University.	UPHF	
• Partner Universities Involved.	IPV 1/3 of the course	
• Course Field(s).	Sustainable Development and management	
• Related Study Programme.	Polytechnical Modules at UPHF	
• ISCED Code.	342	
• SDG.	https://sdgs.un.org/goals: 4, 12	
• Study Level.	Bachelor or Master - requirements adapted to the level	
• EUNICE Key Competencies	<ul style="list-style-type: none">• Green – strongly• Orange- moderately• Red – partially• Blank cell - not at all	
	Problem solving	strongly
	Teamworking	moderately
	Communication	moderately
	Self-management	strongly
	Cognitive flexibility	strongly
	Digital competence	moderately
	Technical competence	not at all
	Global intercultural competence	not at all

• Number of ECTS credits allocated.	4 ECTS
• Mode of Delivery.	Half asynchronous (self study) + Online live study (recorded sessions for those who can not attend)
• Language of Instruction.	English
• Course Dates.	From October 6 to December 8
• Precise Schedule of the Lectures.	Synchronous lectures and webinars will be delivered on a few thursday evening 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 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). (+ 1 video a été faite en juillet dernier)

• Prerequisites and co-requisites.	<ul style="list-style-type: none"> - English B2 - Available for bachelor and master (requirements are adapted)
• Number of EUNICE students that can attend the Course.	40
• 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 / Amina Maziani
• E-mail.	veronique.sanguinetti@uphf.fr, amina.maziani@uphf.fr
• Other Lecturers.	beta@estgv.ipv.pt; ipbras@estgv.ipv.pt; patricia.araujo@estgv.ipv.pt; miguel.sanches@estgv.ipv.pt

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
- Discover tools used by companies to implement a sustainable strategy
- 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
- understanding the digital critical aspects of 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 a green business from a 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, webinars, green coaching and forums

PLANNED LEARNING ACTIVITIES AND TEACHING METHODS.

Unit 1 Readings, videos, and websites to acquire a common knowledge about ESR and SD in Europe. Forum and webinars on specific topics

Unit 2 Individual or Group work based on a real case study. Forum + webinar as a source of inspiration

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 Sustainable development and related concepts
- Doc. 2 – Stakeholders and governance
- Doc. 3 - Sustainable European company status
- Doc. 4 – Regulations and labels
- Doc. 5 - Political european instruments
- Doc. 6 – The responsible consumer
- Doc. 7 - Cultures and green businesses?
- Doc. 8 – Investing sustainably and responsibly?
- Doc.9 - ESG Criteria used by the financial system
- Doc. 10 – What does green washing mean?
- Doc. 11 - Cases of greenwashing and reputational impact
- Doc. 12 – New economic models: circular economy, sharing economy, blue economy
- Doc. 13 - Tools to implement a CSR / green strategy
- Doc.14 - CSR and green business performance
- Doc. 15 - Digital sustainability
- Doc.16 - Green innovation ecosystems
- Doc. 17 - Cases studies from european networks and companies
- Doc.18 - Cases of circularity in waste management