








STUDY GUIDE

SETTING A GREEN AND SUSTAINABLE BUSINESS 2026-2027 *S1*

Organised by

Université Polytechnique Hauts-de-France & Polytechnic
Institute of Viseu

1. IDENTIFYING DATA.		
• Course Name.	Seeting a green and sustainable business 2026-2027 S1	
• Coordinating University.	Université Polytechnique Hauts-de-France	
• 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.	4, 12 (https://sdgs.un.org/goals)	
• 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	
	Teamworking	
	Communication	
	Self-management	
	Cognitive flexibility	
	Digital competence	
	Technical competence	

	Global intercultural competence	
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· Number of ECTS credits allocated.	4 ECTS
· Mode of Delivery.	Mostly asynchronous (self-study) + Online live study (recorded sessions for those who cannot attend)
· Language of Instruction.	English
· Course Dates.	October 10 - December 15
· 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.	<p>“Thanks to this module, I learned what a company can do to be really responsible, and I am now aware of greenwashing” (Bachelor Student).</p> <p>“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 and improve their waste management” (master student)</p> <p>“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 2024)</p>

· Prerequisites and co-requisites.	English B2 Available for bachelor and master (requirements are adapted)
· Number of EUNICE students that can attend the Course.	50
Number of EUNICE students that can attend the course per institution	5
· Course inscription procedure(s).	Eunice Application Portal

2. CONTACT DETAILS.

· Department.	Institut Sociétés et Humanités / IAE
· Name of Lecturers.	Amina Maziani / Veronique Sanguinetti (26h)
· E-mail.	veronique.sanguinetti@uphf.fr, amina.maziani@uphf.fr
· Other Lecturers.	IPV: Maria Elisabete Ferreira da Silva; Isabel Paula Lopes Bras (10h) e-mails: beta@estgv.ipv.pt; ipbras@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, green business and waste management 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? A specific attention will be put on waste management. For the students that do not have a real case to study, they will be proposed a Portuguese case study.

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, in particular concerning waste management

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 / waste management
- understanding the digital critical aspects of SD / green business / waste management
- adopting a reflective posture on its own criteria
- analyzing and evaluating the strategies of real companies in terms of SD / green business / waste management according to criteria chosen by the student

- proposing realistic improvement measures related to these themes.

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, SD and waste management in Europe. Forum and webinars on specific topics.

Unit 2 Individual or Group work based on a real case study. *A portuguese case will be proposed to students who do not have access to real cases.* Forum + webinar as a source of inspiration

7. ASSESSMENT METHODS, CRITERIA AND PERIOD.

- Unit 1: knowledge acquisition + participation to forums + individual quiz
- Unit 2: individual or group work: participation to forums + oral presentation + peer evaluation
- *Graded*

OBSERVATIONS.

Unit 1 is individual, but the students are encouraged to share their understandings and questions in forums.

Unit 2 is preferably group work but can be adapted and being done individually too. Interaction in Unit 2 is encouraged through participation to forums 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