Strategic Management & Sustainability

Educational subject description sheet

Basic information

Field of study Joint Bachelor in Sustainability	**Education cycle** 2025/26
Speciality Economics, Management & Engineering	**Subject code** UJ.WPAJBSEMES.8100.16492.25
Organizational unit Faculty of Law and Administration	**Lecture languages** english
Study level first cycle (joint degree programme)	**Subject related to scientific research** Yes
Study form full-time degree programme	**Disciplines** Management science and quality
Education profile General academic	**ISCED classification** 0413 Management and administration
Mandatory obligatory	**USOS code**

Subject coordinator	Piotr Szwedo
Lecturer	Gregorio Martin-de Castro, Javier Amores-Salvadó

Period Semester 5	**Examination** exam **Activities and hours** Discussion class: 45	**Number of ECTS points** 5.0

Goals

C1	The aim is to analyse and discuss the main challenges of climate emergency for strategic management

Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
Knowledge – Student knows and understands:			
W1	key concepts of strategy and sustainability	JBS_K1_W01	written exam
W2	the evolution of strategy and sustainability and can give examples	JBS_K1_W02, JBS_K1_W03	written exam
W3	the connection between key strategy and sustainability issues	JBS_K1_W06	written exam
W4	the application of sustainability issues in strategic management	JBS_K1_W07	written exam
Skills – Student can:			
U1	critically analyse controversies in strategy and sustainability	JBS_K1_U01	written exam
U2	present strategy and sustainability issues	JBS_K1_U02	written exam
Social competences – Student is ready for:			
K1	to put strategy and sustainability challenges into practice	JBS_K1_K01	presentation
K2	to show sustainability entrepreneurship to address big challenges	JBS_K1_K02	presentation

Calculation of ECTS points

Activity form	Activity hours*	
Discussion class	45	
preparation for the exam	35	
preparation for classes	35	
preparation of a multimedia presentation	25	
Student workload	**Hours** 140	**ECTS** 5.0

* hour means 45 minutes

Study content

No.	Course content	Subject's learning outcomes
1.	Introduction to the Course: Methodology and Assessment System	W1, W3, U1, U2, K1, K2
2.	Unit 1. Planetary Emergency in the Anthropocene Era. Theory and Scientific Evidence	W1, W2, W3, U1
3.	Practice Unit 1: Illustrations on Climate and Planetary Emergency	W3, U1
4.	Unit 2. Business-as-Usual. Theory and Examples	W1, W2, W3, U1, U2
5.	Practice Unit 2: Illustrations on B-A-U strategies	W3, U1

No.	Course content	Subject's learning outcomes
6.	Unit 3. Sustainable Business Models. Theory and Examples	W1, W2, W3, U1, U2
7.	Practice Unit 3: Illustrations on SBM	W3, U1
8.	Unit 4. Eco-Innovations. Theory and Examples	W1, W2, W3, U1, U2
9.	Practice Unit 4: Illustrations on different EOP, Prevention, and Product Stewardship technologies	W3, U1
10.	Unit 5. Market Side of Corporate Environmentalism	W1, W2, W3, U1, U2
11.	Practice Unit 5. Illustrations on Environmental Reputation, Image, Legitimacy and Greenwashing	W3, U1
12.	Unit 6: The Regenerative Strategy. Theory and examples	W1, W2, W3, U1, U2
13.	Practice Unit 6: Illustrations on Regenerative Strategies	W2, W3, U1
14.	Unit 7: Towards a Sustainable Capitalism. Theory and examples	W1, W2, W3, U1, U2
15.	Controversy Unit 1: Big Challenges	U1, U2, K2
16.	Controversy Unit 2: The Friedman doctrine	U1, U2, K2
17.	Controversy: Direct Air Capture and CO2-based fuels. Paper Science	U1, U2, K2
18.	Group Case 1: Ecoalf, Microplastics and Sea Cleaning	W3, W4, K1, K2
19.	Group Case 2: Tesla Motors and the Future of Sustainability	W3, W4, K1, K2
20.	Group Case 3: Beyond Meat and Animal Ethics and Sustainability	W3, W4, K1, K2
21.	Group Case 4: Carbon Engineering and Decarbonization of Atmosphere	W3, W4, K1, K2
22.	Final Conclusions and Course closing	W1, W2, W3, U1, U2

Course advanced

Teaching methods :

brainstorming, conversation lecture, discussion, case study

Activities	Examination methods	Credit conditions
Discussion class	written exam, presentation	Active participation (discussion about controversial issues, exposition and defence of individual illustration and group business case); written exam based on open questions (graded)

Entry requirements

None

Literature

Obligatory

1. Martín-de Castro, G., and Amores-Salvadó, J. (2024). Regenerative Strategies.Exploring New Sustainable Business Models to Face the Climate Emergency. Cambridge University Press, Cambridge, UK. Shäppi, R., Rutz, D., Dähler, F., Muroyama, A., Haueter, P., Lilliestan, J., Patt, A., Furler, P., and Steinfeld, A. (2022) Drop-in fuels from sunlight and air. Nature, 601: 63-81.

Effects

Code	Content
JBS_K1_K01	The graduate can encourage sustainability-driven practices in the workplace and appraise sustainability of own values, perceptions, roles, and actions, with a special focus on environmental wellbeing.
JBS_K1_K02	The graduate can demonstrate considerable entrepreneurial initiative, autonomy, and readiness to act in complex and changing environments, especially in the context of supporting, undertaking, and co-organising activities beneficial for a sustainable society.
JBS_K1_U01	The graduate can critically analyse academic literature, formulate research questions and conduct research under supervision.
JBS_K1_U02	The graduate can present and report knowledge, methodologies, ideas, problems and solutions, clearly and comprehensively, in different forms destined for different audiences – including discussions and debates which require defending a substantiated opinion, as well as conversations in a foreign language at the CEFR B2 level.
JBS_K1_W01	The graduate can describe the concept of sustainability and recognize the differences in relevant definitions, models and approaches.
JBS_K1_W02	The graduate can explain the axiological background of sustainability and summarize key stages of development of the concept.
JBS_K1_W03	The graduate can give examples of sustainability-related dilemmas and hypothesize on the optimal course of action.
JBS_K1_W06	The graduate can describe interconnections between various aspects of sustainability and identify their significance in the context of natural and social sciences, with a special focus on disciplines included in the selected specialisation track (law and politics; chemistry and physics; chemistry and biology; economics and geography; economics, management and engineering; humanities).
JBS_K1_W07	The graduate can apply the theory and methodology of disciplines included in the selected specialisation track to sustainability-related problems, taking into consideration practical limitations such as protection of intellectual property.