

Strategic Management & Sustainability

Educational subject description sheet

Basic information

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

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

- 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. |