

MGT-546

**Sustainable transformation and future-fit business**

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Cursus	Sem.	Type
Managmt, dur et tech	MA3	Opt.

Language of teaching	English
Credits	3
Withdrawal Session	Unauthorized Winter
Semester	Fall
Exam	During the semester
Workload	90h
Weeks	14
<b>Hours</b>	<b>3 weekly</b>
Lecture	2 weekly
Project	1 weekly
<b>Number of positions</b>	<b>40</b>

**It is not allowed to withdraw from this subject after the registration deadline.**

**Summary**

This course explores how companies can address their social and environmental impact, examining sustainability drivers, the need for systemic change, and the role of businesses. Students will engage in a practical project with a company to identify and implement strategic impact improvements.

**Content**

The content of the course will include:

- Introduction: the business imperative for sustainability
- Sustainability frameworks and regulations
- The role of business & fundamentals of sustainability
- Business impacts - What does good look like?
- Strategizing sustainability
- Sustainability in practice: company visit
- Impact Analytics matrix & Impact business models
- Continuous impact improvement
- Change management
- Greenwashing, communication and positive impact pledges

**Keywords**

Sustainability, strategy, regulations, impact, innovation, business models

**Learning Prerequisites****Required courses**

none

**Learning Outcomes**

By the end of the course, the student must be able to:

- Explain the role businesses play in embodying and accelerating sustainability, including the key drivers and obstacles they face.
- Assess / Evaluate the feasibility of strategic sustainability initiatives within a business context, aimed at improving impact through operations and business models.
- Apply theoretical knowledge to identify various practices and strategies companies can use to reduce negative impacts and enhance positive contributions to stakeholders and the environment in practical business settings.
- Examine the complexity of sustainability in the corporate sector to ensure meaningful impact, and address challenges such as communication and stakeholder engagement.
- Reason on the regulatory frameworks pertaining to sustainability and their impact on businesses
- Assemble the building blocks of a sustainability strategy for businesses

### Transversal skills

- Communicate effectively with professionals from other disciplines.
- Take responsibility for environmental impacts of her/ his actions and decisions.
- Demonstrate the capacity for critical thinking
- Write a scientific or technical report.
- Demonstrate a capacity for creativity.
- Assess progress against the plan, and adapt the plan as appropriate.
- Plan and carry out activities in a way which makes optimal use of available time and other resources.
- Set objectives and design an action plan to reach those objectives.

### Teaching methods

- Lectures
- Guest interventions
- Group project

### Assessment methods

- Group report: 70 %
- Individual examination: 30%

### Resources

#### Virtual desktop infrastructure (VDI)

No

#### Bibliography

Optional

#### Chief Sustainability Officer

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The Evolving Role of Chief Sustainability Officers - Harvard Business Review

#### Company & purpose

- Business is about purpose: R. Edward Freeman at TEDxCharlottesville 2013

#### The business imperative for sustainability

- Why sustainability is crucial for corporate strategy | World Economic Forum
- Sustainability and profitability can co-exist. Here's how | World Economic Forum
- Deloitte CxO (Chief experience officer) Sustainability Report
- Why 2024 is the year sustainability develops a credible business case? - World Economic Forum
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### **Sustainability Trends & Driver**

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- Gen-Z Candidates Want To See Real Sustainability Plans: Why You Shouldn't Ignore Them - Forbes
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- 'Green hushing' on the rise as companies keep climate plans from scrutiny - Financial Times
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### **Case studies**

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- Patagonia shows how turning a profit doesn't have to cost the Earth - McKinsey
- 
- How the B Corporation movement is remaking business - Fast Company
- 
- Communication, greenwashing and legal risks: the FIFA case - lenzstaehelin

### **Moodle Link**

- <https://go.epfl.ch/MGT-546>