

MGT-546

Sustainable transformation and future-fit business

Chahidi Sébastien Antoine

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

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

Il n'est pas autorisé de se retirer de cette matière après le délai d'inscription.

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

-

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
-
-
-

Sustainability Trends & Driver

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

Case studies

- 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>