

## Module description

Field of study HES-SO Business, Management and Services  
Degree course Master of Science in Business Administration

### 1 Title of module **Applied Sustainable Economics** 2024-2025

<b>Code</b> E.MScBA.390.TC - 2.5.E.24	<b>Type of course *</b> <input type="checkbox"/> Bachelor's <input checked="" type="checkbox"/> Master's <input type="checkbox"/> MAS <input type="checkbox"/> EMBA <input type="checkbox"/> DAS <input type="checkbox"/> CAS <input type="checkbox"/> other		
<b>Level</b> <input type="checkbox"/> Basic module <input checked="" type="checkbox"/> Further studies module <input type="checkbox"/> Advanced module <input type="checkbox"/> Specialised module	<b>Description</b> <input checked="" type="checkbox"/> In the case of definitive failure in a module defined as compulsory for successfully completing the course profile in question, the student shall be excluded from the degree programme, or from the faculty, if this is provided by the course regulations in accordance with Article 32 of the Regulations relating to first-cycle and second-cycle degrees (Bachelor's and Master's) at the HES-SO	<b>Type of module</b> <input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional or subsidiary module	<b>Time schedule</b> <input type="checkbox"/> Module over 1 semester <input type="checkbox"/> Module over 2 semesters <input checked="" type="checkbox"/> Spring semester <input type="checkbox"/> Autumn semester <input type="checkbox"/> Autres

### 2 Organisation

<b>ECTS Value</b> 5	<b>Language</b> <input checked="" type="checkbox"/> English <input type="checkbox"/> English - Chinese <input type="checkbox"/> English - Russian <input type="checkbox"/> French <input type="checkbox"/> French - English <input type="checkbox"/> French - German <input type="checkbox"/> French - German - English <input type="checkbox"/> German <input type="checkbox"/> German - English
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### 3 Prerequisites

- The following module(s) must have been validated
- The following module(s) must have been attended
- none
- other

#### Other prerequisites

### 4 Skills to be gained / general learning objectives

- Gain an in-depth understanding of the social, environmental and economic issues associated with an organisation's activities.
- Analyze theoretical and practical aspects of a sustainability issue.
- Apply disciplinary and knowledge and methods to propose contributions to solving a complex problem.
- Re-examine one's own activity and that of an organisation from the perspective of sustainability.
- Master the analytical tools needed to deliver relevant recommendations to a private organization with a view to its sustainable transformation.
- Organize group collaboration in a practical project, requiring a final report and a presentation within a given time frame.

### 5 Teaching and content

The course starts with a theoretical overview of sustainability, approaches and methods and is then focused on more independent yet supervised group work on a concrete project leading up to a final report and presentation.

Throughout the course, students will benefit from sustainability case studies and learning from companies actively working on improving their social and environmental impact.

For the group work, students are put in contact with private companies in Switzerland. On the basis of the free, online and confidential B Impact Assessment tool, contacts with the companies, and contextual research, the students work on recommendations aimed at improving the company's impact on its stakeholders.

#### Chapters of the course :

- Introduction to Sustainability
- An economics perspective on global sustainability
- Solving crises and mitigation of impacts
- Visit of a B Corporation
- Sustainability in organisations
- Key sustainability thematics in the private sector
- Analytics canvas to assess sustainability improvement measures
- Impact improvement workshop
- Final report and presentation

#### Teaching staff :

- Yasmin Schwegler (Professor in CSR at the HEIG-VD)
- Sébastien Chahidi (Director B Lab Academy and sustainability expert)
- Bertille d'Agay (Certification & Education Coordinator)

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## 6 **Assessment and validation methods**

- Group report: 65% of final grade
- Group presentation: 35% of final grade

In the event of remediation, additions/corrections to the report will be requested.

## 7 **Reassessment requirements \***

- reassessment possible
- no reassessment
- other (please specify below)

**other reassessment modalities**

## 7a **Reassessment requirements (if module is repeated) \***

- reassessment possible
- no reassessment
- other (please specify below)

## 8 **Remarks**

A confidentiality agreement must be signed by all participants.

## 9 **Bibliography**

Pre-readings will be sent a few weeks in advance of the course and the necessary materials will be provided during the course.

## 10 **Teaching staff**

**Name of head of module \***

Yasmin Schwegler

**Description validated on \***

23.08.2024

**Description validated by \***

Camille Magron