



Module Title	Bridging economics and management
Code	MCCf046
Degree Programme	Master of Science – Circular Innovation and Sustainability
ECTS Credits	6
Workload	180 hours
Module Coordinator	Name: Prof. Dr. René Reinald Schmidpeter Phone: +41 (0) 31 848 58 98 Email: rene.schmidpeter@bfh.ch Address: BFH – Institut Sustainable Business Brückenstrasse 73, 3005 Bern
Lecturers	-
Entry Requirements	None
Learning Outcomes and Competences	<p>After completing the module, students:</p> <ul style="list-style-type: none"> • know the basic disciplines and concepts of economics and business administration; • know the basic theoretical concepts and the current environmental and social challenges for our economies; • understand opportunities and challenges for business from a sustainability perspective; • know how to critically reflect the current paradigm shift in management and economics towards sustainable business models; • are familiar with the basic management and economic concepts to discuss the development of businesses; • can analyse current economic developments in terms of environmental, social, and economic impact; • know how sustainable management differ from traditional management models; • know traditional economic concepts as well as new economic models integrating sustainability into economic thinking.
Module Content	<p>This module gives a broad introduction into economics and business administration as well as management from a sustainability perspective. The role of business in society will be intensively discussed from an economic perspective and latest models of sustainability economics (e.g., planetary boundaries, donut economy etc.) will be introduced. The theoretical and practical links between the macro perspective of economics and the micro perspective of management will be developed on the base of current global sustainability challenges (e.g., climate change, loss of biodiversity, social issues etc.). Thereby the paradigm shift in management from shareholder value to stakeholder theory in management will be discussed. As today business activities are increasingly seen as embedded in society the ideas of purpose-driven, impact-oriented, and circular value creation will be high-lighten in the course.</p>

Teaching / Learning Methods	<ul style="list-style-type: none"> • Contact teaching • Group exercises • Reading and Discussion • Film and online material • Study work: “Creating an entrepreneurial solution for a global sustainability challenge”
Assessment of Learning Outcome	Written work - case study on a real-life sustainability challenge (100%)
Conditions of assessment repetition	<p>In case of failure, students can either:</p> <ul style="list-style-type: none"> • Repeat the competence assessment at next re-examination period (as defined in the “Assessment of Learning Outcome”). • Retake the full module next time it is offered. <p>NB: in MSc CIS, failed modules can only be repeated once!</p>
Format	4 lessons per week over 7 weeks
Attendance & Compulsory session	Not compulsory
Timing of the module	Autumn Semester
Venue	On-site
Location	Bern
Bibliography	<ul style="list-style-type: none"> • Sean Masaki Flynn (2018) <i>Economics For Dummies</i>, 3rd Edition • Colin Combe (2022) <i>Introduction into Global Sustainable Management</i> <p>Further state-of-the-art online material will be provided on due time!</p>
Language	English
Links to other modules	<ul style="list-style-type: none"> • MCCf213 Circular business models • MCCf233 Social entrepreneurship • MCCf343 Corporate Social Responsibility
Last Update	May 2023