

Module title	0.4 Bridging economics and management
Workload (ECTS)	6 ECTS
Module coordinator	Prof. Dr. René Schmidpeter
Contributing lecturers	
Entry requirements	None
Description	<p>This module gives a broad introduction into management and business administration as well as economics from a sustainability perspective. The role of business in society will be intensively discussed 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>
Learning outcomes and competences	<p>Competences:</p> <p>Students:</p> <ul style="list-style-type: none"> • know the basic disciplines and concepts of business administration and management. • know the basic economic concepts and the current environmental and social challenges for our economies • understand opportunities and challenges for business from a sustainability perspective • critically reflect the current paradigm shift in management end economics towards sustainable business models <p>Outcome:</p> <p>Students:</p> <ul style="list-style-type: none"> • are familiar with the basic management and economic concepts in order to discuss the development of businesses • are able to analyze current business cases 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
Assessment of learning outcomes	Study work about a real-life sustainability challenge on the macro level and how an entrepreneurial solution on the micro level could look like.
Didactic approach	<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"
Project-based learning	



Links to other modules	
Bibliography	<ul style="list-style-type: none">• Kate Raworth (2018) Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist• Edward Freeman et. al. (2020) The Power of AND.• <i>Colin Combe (2022) Introduction into Global Sustainable Management</i> <p>Further state-of-the-art online material will be provided!</p>
Language	English
Location	Bern