



САМАРСКИЙ УНИВЕРСИТЕТ  
SAMARA UNIVERSITY

# Sustainable Business Strategies

Syllabus of school

TEACHING FORMAT: FULL TIME/ONLINE

VENUE: SAMARA UNIVERSITY, SAMARA, RUSSIA

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## SUBJECTS AND CREDITS

All students will receive a **4 ECTS e-certificate** in the end of the school. Please find out the credits of each course below in the table.

SUBJECT	CREDITS
Sustainable Development Agenda	0.4
Climate Change incentives	0.4
Systems thinking	0.4
Sustainable business models	0.4
Circular Economy	0.4
Carbon footprint	0.4
Economic opportunities	0.4
Green Marketing	0.4
Stakeholder engagement	0.4
Stewardship of ecosystems	0.4



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**Subject outline: The Sustainable Development Agenda**

**Credits: 0.4 ECTS**

**Language: English**

**Subject lecturer: Ekaterina Markelova**

## Required Knowledge

Proficiency in English equivalent to B2 and higher.

## Subject Description

Business has all capacities to drive global sustainability with the awareness of science-based, biophysical constraints. This class will introduce you to the ecological systems within which business exists. It will help you relate sustainable development goals with business actions.

## Objectives

The aim of the course is to introduce sustainable development approach that can be used by businesses.



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## Topics

- Sustainable Development Agenda.
- Sustainability and Climate Conventions.
- Most common mis concepts about Sustainable Business.
- Why business often gets sustainability wrong?
- New goals for New Growth.
- Limits of Growth.
- Planetary Boundaries.
- Doughnut Economics.
- Regenerative Development.

## Student Learning Outcomes

Upon successful completion of this subject participants should

- know;
  - sustainable development goals,
  - sustainable development background,
  - 30years of climate policies,
  - Mis concepts about sustainable business,
  - The way from self-contained market to embedded economy,
  - How much recourses left.
- be able to:
  - understand the role of business in sustainable development,
  - distinguish illusions about sustainability,
  - analyze limits to growth.



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**Subject outline: Climate Change incentives**

**Credits: 0.4 ECTS**

**Language: English**

**Subject lecturer: Roman Kozlov**

## **Required Knowledge**

Proficiency in English equivalent to B2 and higher.

## **Subject Description**

You will be introduced to the laws, regulations and incentives motivating for the sustainability track across the World. A touch of historical aspects with the focus on the efficiency and potential outcomes will complement this class.

## **Objectives**

The subject is aimed to show various incentives that can be applied to businesses and people in climate change initiatives.



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## Subject Structure

1. Importance of “going together”.
2. Climate Change incentives:
  - financial incentives,
  - regulatory incentives,
  - informational incentives,
  - volunteering incentives.
3. Next steps and opportunities.

## Student Learning Outcomes

At the end of this course students should know:

- the key framing actors towards the global sustainability,
- the purpose of aligned actions in sustainability development,
- 13 climate actions,
- classification of sustainability incentives,
- regulation types from governments.



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Subject outline: **Systems thinking**

Credits: **0.4 ECTS**

Language: English

Subject lecturer: Elena Bahanova

## Required Knowledge

Proficiency in English equivalent to B2 and higher.

## Subject Description

How to unlock complex problems? In this workshop we will equip you with a set of tools that helps to structure your thinking and understand complex problems better. Once you start thinking in systems, this skill will help you in all areas of life.

## Objectives

The aims of the Systems Thinking class is to apply the systems thinking approach to sustainable business development.



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## Subject Structure

- Current challenges in sustainable development.
- Elements of a system.
- Historical aspects of systems thinking.
- Linear vs. Systems thinking.
- Instruments of systems thinking.
- Systems archetypes.
- Iceberg model introduction.

## Student Learning Outcomes

At the end of this course students should know the basic concepts of systems thinking approach and be able to distinguish and apply three tools of systems thinking.



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**Subject outline: Sustainable business models**

**Credits: 0.4 ECTS**

**Language: English**

**Subject lecturer: Alyona Yuzefovich**

## Required Knowledge

Proficiency in English equivalent to B2 and higher.

## Subject Description

In this course we will compare sustainable and traditional business models performance. Moreover, we will discover key transformation drivers and the rationale for changes.

## Subject Structure

- Definition of Sustainable Business Models.
- System Lense for Sustainability.
- Sustainable Development goals.
- Sustainability Principles.
- Stages of maturity of the sustainability strategies.

## Student Learning Outcomes

At the end of this masterclass students should be able to:

- to state useful mental models for sustainability strategy,
- make a framework to develop sustainable business strategy,
- distinguish sustainable strategy from unsustainable.



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**Subject outline: Circular Economy**

**Credits: 0.4 ECTS**

**Language: English**

**Subject lecturer: Ekaterina Markelova**

## Required Knowledge

Proficiency in English equivalent to B2.

## Subject Description

There is world-wide demand for more efficient and sustainable products to reduce energy and resource consumption. Circular Economy strategies rely on recycling technologies. Therefore, EcoDesign is an essential tool for improving the sustainability of products. It supports industrial innovation by promoting the better environmental performance and economic benefits.

## Subject Structure

1. Design is the problem, EcoDesign is the solution.
2. Towards Circular Economy.
3. Design for People.
4. Design for Culture.
5. Design for Biosphere.
6. EcoDesign Wheel.



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## Student Learning Outcomes

At the end of this masterclass students should be able to:

- choose solutions to save the environment,
- distinguish strategies of circular economy for different categories of companies and people,
- promote checklist of the product design in terms of people,
- promote checklist of the product design in terms of culture,
- promote checklist of the product design in terms of biosphere,
- use EcoDesign wheel for life cycle design.



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**Subject outline: Carbon footprint**

**Credits: 0.4 ECTS**

**Language: English**

**Subject lecturer: Natalia Krylova**

## **Required Knowledge**

**Proficiency in English equivalent to B2 and higher**

## **Subject Description**

**Calculating a carbon footprint is a great first step for a business looking to understand its environmental impact.**

**We will have hands-on exercises with calculation tools and figure out how the chosen scale of the measurements affects the results. Can a company become real neutral?**



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## Subject Structure

- CO2 Emissions.
- Effects of Increasing CO2 Footprint.
- Trends in Temperature Increase.
- Climate Change.
- The Paris Agreement.
- Net Zero Emissions.
- Electricity Use at Home.
- Corporate Sustainability Reporting

## Student learning Outcomes

At the end of this masterclass students

- will know:

where is his/her biggest CO2 footprint,  
what is the country's position with respect to the Paris  
agreement,

is his/her country embracing renewables,  
sustainability indicators for corporations.

- be able to measure the emissions by scope.



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Subject outline: **Economic opportunities**

Credits: **0.4 ECTS**

Language: English

Subject lecturer: Evgenia Kuznetsova

## Required Knowledge

Proficiency in English equivalent to B2 and higher.

## Subject Description

This course outlines the real profits and sweet-spots for every business of sustainability deployment. How does 'going sustainable' impact company valuation and performance?

## Subject Structure

- Business Processes and a Sustainable Agenda.
- Theory of Change.
- Opportunities of Companies' Engagement in Sustainability.



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## Student Learning Outcomes

At the end of this masterclass students

- will know:  
competitive advantages of engagement in sustainability,  
economic opportunities of engagement in sustainability,
- will be able to:  
create a plan of business' engagement in sustainability,  
analyze a company's rate of engagement in sustainability,  
analyze a company's opportunities of engagement in sustainability.



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**Subject outline: Green Marketing**

**Credits: 0.4 ECTS**

**Language: English**

**Subject lecturer: Dr. Zuraidah Sulaiman**

## Required Knowledge

Proficiency in English equivalent to B2.

## Subject Description

Here we will dive into how renewed companies communicate their impetus towards Sustainability. Why do they do so and what are the outcomes? Balancing between the greenwashing and "say-do" approach will be addressed.

## Subject Structure

- 1.Green Marketing Activities.
- 2.What is Green Marketing.
- 3.What is Sustainability.
- 4.Triple Bottom Line Framework.
- 5.Green Segmentation Factors.
- 6.Greenwashing.
- 7.Green Innovation.



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## **Student Learning Outcomes**

**At the end of this masterclass students should**

- know:**

**what is green marketing,**

**what are the green marketing activities,**

**how social media help to promote sustainability,**

**examples of green values,**

**the sins of greenwashing,**

**stages of green product innovation framework,**

- be able to:**

**analyze the triple bottom line framework to be a sustainable organization,**

**distinguish green market from non-green market,**

**make green segmentation to markets,**

**do positioning to green markets,**

**find benefits of green marketing.**



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**Subject outline: Stakeholder engagement**

**Credits: 0.4 ECTS**

**Language: English**

**Subject lecturer: Elena Bahanova**

## **Required Knowledge**

System dynamics basics. Proficiency in English equivalent to B2 and higher.

## **Subject Description**

Whom to involve and how? Stakeholders are a source of invaluable insights, unique value and resources and, when consulted properly, they can significantly enrich the quality of the solutions/projects that businesses make. In this workshop you'll learn when, whom and how to engage for better solutions associated with environmental sustainability



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## Subject Structure

- Shift in Paradigm: Post-Normal Science.
- Decision-making process.
- Conflict as a result of inappropriate communication.
- Who are the Stakeholders?
- Power/Interest Matrix: Whom to Include?
- Level of Stakeholders' Involvement.
- Involve – Collaborate – Empower.
- Participatory Modelling.
- Facilitation: Communication Challenges.

## Student Learning Outcomes

At the end of this masterclass students should

- know:
  - when to delegate decision-making to experts,
  - the importance of involving stakeholders,
  - about binary participation,
  - be able to:
    - involve stakeholders in dialog about decision-making,
    - identify stakeholders step-by-step,
    - segment stakeholders,
    - do participatory modeling.



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**Subject outline: Stewardship of ecosystems**

**Credits: 0.4 ECTS**

**Language: English**

**Subject lecturer: Dr. Darya Gerasimenko**

## **Required Knowledge**

Proficiency in English equivalent to B2.

## **Subject Description**

This course will introduce students into the basics of circular ecosystems with complex relationships between various actors: government, companies, academia, and civil society. You will go deep into your inner space to find the source for sustainable business transformation.

## **Subject Structure**

- 1.Complexity and meaning of change.
- 2.Living Labs.
- 3.Social Labs.
- 4.Beyond Waste. Circular Resources Lab.
- 5.New Times. Stewardship of Ecosystems.

## **Student Learning Outcomes**

At the end of this masterclass students should know:  
what are the new trends and complexities since Covid-19 pandemic,  
what are the social labs benefits,  
the main points for stewardship of ecosystems.



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