

Course Syllabus-Sustainable Entrepreneurship and Business Opportunities in Europe

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Course contact hours: 22.50 hours.

Recommended Credit: 3 ECTS.

Class schedule: 9:00 a.m. – 11:15 a.m.; 11:45-14:00.

Weeks: 1 week.

Course dates: 15 July 2024 – 19 July 2024.

Course Prerequisites: Not applicable.

Language Requirements: B2 in the European framework (equivalent in Cambridge certificate).

Course Description:

Sustainable development is a process that is constantly growing and evolving. The Global Sustainable Development Goals set by the United Nations have generated a steady stream of ideas and innovations designed to make a positive impact on current and future generations.

This course seeks to apply these challenges by exploring the possibilities of business in Europe. Using a practical approach, the course will explore the historical trajectory of business in Europe, highlighting the advantages derived from regional integration for sustainable entrepreneurship, while simultaneously addressing the current challenges facing entrepreneurial culture in Europe, accentuated by significant events such as Brexit and the future enlargements of the European Union.

Entrepreneurship is one of the main axes for the generation of value in the economy. To do this, the opportunities for consumers must be identified, but also the impact on society and the environment.

Learning Objectives:

1. Analytical capacity for sustainable innovation and the detection of opportunities in the business environment.
2. Developing skills to become agents of change, transforming organizations towards sustainability.
3. Implementation of sustainable strategies for the European business context.

Course Workload:

The course workload will consist of engaging master classes that encourage active

student participation, which might involve the reading of case studies, and articles to foster a comprehensive understanding of the subject matter.

Methods of Instruction:

The course will adopt the modality of master classes with an active approach to learning, promoting the active participation of students.

During the sessions, the deepening of theoretical concepts will be integrated with the review of current news and the analysis of case studies and articles to understand the practical applicability of the concepts in the contemporary context.

Method of Assessment:

The final grade will be determined by the weighted average of class participation and an online questionnaire on the concepts acquired in the subject.

1. Class Participation: 80%
2. Questionnaire: 20%

Absence Policy:

Attending class is mandatory and will be monitored daily by professors. The impact of absences on the final grade is as follows:

Absences	Penalization
Up to one (1) absence	No penalization
Two (2) absences	1 point subtracted from final grade (on a 10 point scale).
Three (3) absences	The student receives an INCOMPLETE for the course

The BISS attendance policy does not distinguish between justified or unjustified absences. The student is deemed responsible to manage his/her absences.

Emergency situations (hospitalization, family emergency, etc.) will be analyzed on a case-by-case basis by the Academic Director of the UPF Summer School.

Classroom Norms:

- No food or drink is permitted.
- There will be a ten-minute break during the class.
- Students must come to class fully prepared.

Course Contents:

TOPIC 1: What is Entrepreneurship and how does it affect sustainability?

Definition of the concepts of entrepreneurship in the corporate framework. Theories, ideas and current trends on entrepreneurship and the circular economy.

TOPIC 2: Evolution of Business in Europe

Historical evolution of European integration and the impacts of regional integration on business opportunities. Study of the creation of EU institutions and the implications for legal, monetary and economic systems.

TOPIC 3: Business Culture of Sustainability in Europe

Interaction of business environments in Europe with sustainable practices. Analysis of emblematic cases of European companies that have led sustainable initiatives, providing valuable insights to inspire and guide future business practices in the region.

TOPIC 4: Geopolitical and environmental challenges in Europe

Investigating the implications of Brexit on the business and environmental landscape. Through geopolitical and power shifts, analyze how it can affect sustainable entrepreneurship in the region.

TOPIC 5: Scaling Up and Diversifying Sustainable Entrepreneurship in Europe

Possible expansions of new Member States represent new opportunities for business and the diversification of sustainable practices into new markets.

Recommended bibliography:

Christensen, C. M. (2013). *The innovator's dilemma: when new technologies cause great firms to fail*. Harvard Business Review Press.

Goleman, D. (2010). *Ecological intelligence: The hidden impacts of what we buy*. Currency.

Guay, T.R (2014). *The Business Environment of Europe: Firms, Governments, and Institutions*. Cambridge: Cambridge University Press.