

**Anlage: Modulmaske für kompetenzorientierte Modulbeschreibungen (Englisch)**

Module title	Sustainability and Business Strategy
Module number	[will be assigned by the Examinations Office; numbers already assigned must be left in the module description or indicated correspondingly].
Level of qualification	Master
Degree program hosting the module	Business & Psychology
Institutional anchoring	Wirtschaftswissenschaftliche Fakultät Ingolstadt (WFI)
Subjects involved	Economics, esp. Sustainable Economic Policy (VWL, insb. Nachhaltige Wirtschaftspolitik)
Module coordinator	Prof. Dr. Waldinger
Module examiner	Prof. Dr. Waldinger
Credit points (ECTS)	5
Learning outcomes	<ul style="list-style-type: none"> <li>- Students develop a nuanced understanding of sustainability, critically evaluating its challenges and opportunities in business strategy.</li> <li>- They apply theoretical concepts from sustainability economics, public policy, and behavioral economics to anticipate and navigate sustainability-related business challenges and opportunities.</li> <li>- Students analyze the impact of economic policies promoting sustainability on corporate strategy and operations.</li> <li>- They assess how changes in market forces, such as consumer demand, influence private businesses.</li> <li>- Students gain expertise in identifying behavioral and structural barriers to sustainable transformation within firms, enabling them to anticipate and address these challenges effectively.</li> <li>- They evaluate and critique theoretical and empirical models of sustainable economies.</li> </ul>
Contents/topics	<p>This course examines the intersection of behavioral economics, sustainability, and business strategy. Students will develop a comprehensive understanding of the economic principles underlying sustainable development and explore their implications for corporate decision-making. Through the analysis of scientific literature, policy evaluations, and case studies from the corporate sector, students will critically assess the role of sustainability in business strategy.</p> <ol style="list-style-type: none"> <li>1. The Economics of Sustainability</li> <li>2. Sustainability and Economic Growth</li> <li>3. Sustainable Economic Policies and Their Impact on Companies             <ol style="list-style-type: none"> <li>a. EU Green Deal, Carbon Border Adjustment Mechanism, CO<sub>2</sub> tax</li> </ol> </li> <li>4. Market Incentives for Sustainable Production             <ol style="list-style-type: none"> <li>a. Efficiency increases (improved resource allocation, improved environmental risk and innovation)</li> <li>b. Employee behaviour and loyalty</li> <li>c. Consumer demand for sustainable production</li> </ol> </li> <li>5. Behavioral Barriers to Sustainable Business Practices</li> <li>6. Models of a Sustainable Economy             <ol style="list-style-type: none"> <li>a. Circular Economy</li> <li>b. Bioeconomy</li> </ol> </li> </ol>

Formal requirements for participation	none
Recommended requirements for participation:	
Teaching and examination language	English
Teaching and learning methods/course types	Lecture (2 SWS), class (Übung) (2 SWS)
ECTS awarding criteria	performance record assessed with at least "sufficient": exam.
Workload / distribution of ECTS credits	Exam: 5 ECTS
Module grade	exam
Applicability to other degree programs/course admittance	Master's Program in Business Administration, FACT, Doctoral Studies at WFI, Zusatzzertifikat "Sustainability"
Course rotation	Summer semester
Remarks	