



UK

SYLLABUS 2025-2026

Sustainable and Ethical Business Strategy

MODULE SPECIFICATION

Module Code	2526_ECO_2_EN_008
Campus	Oxford
Department(s)	Territorial Economy and Sustainable Development
Level / Semester	Masters Year 1 (M1); Equivalent to FHEQ level 7 Semester 07
Language of Instruction	English
Teaching Method	<input checked="" type="checkbox"/> In-person (face-to-face) <input type="checkbox"/> Distance learning (live online) <input type="checkbox"/> e-Learning (asynchronous) <input type="checkbox"/> Hybrid: _____
Pre-requisite(s)?	An understanding of SDGs and the challenges of sustainable development
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	2
Equivalent FHEQ credits	4
Study Hours	50 hours which comprise of 21 directed learning and 29 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module offers an advanced, interdisciplinary analysis of sustainable and ethical business strategy, grounded in the physical and ecological frameworks that shape our global economy. It moves beyond conventional financial metrics to examine the profound implications of resource constraints, ecological transitions, and geopolitical dynamics on corporate strategy. Students will gain a deep
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	understanding of what constitutes a credible innovation strategy by integrating current scientific knowledge with business practice. The module provides a sector-based approach, exploring the specific challenges and opportunities for various industries as they navigate a competitive landscape defined by ecological, energy, and societal transitions. This approach prepares students to design resilient and forward-thinking business models that are not solely based on monetary and accounting constraints.
Teaching Arrangement	The module will be delivered through discussions and debates, group work, and oral presentations.
Learning Outcomes	<p>By the end of this module, students should be able to:</p> <ol style="list-style-type: none"> 1. Systematically evaluate and articulate sustainable economic models by integrating complex social, environmental, and ethical dimensions. 2. Synthesise and apply practical skills to implement sustainable actions across various functional areas, including marketing, finance, and supply chain management. 3. Critically appraise the regulatory landscape and its implications for constructing a robust sustainable strategy. 4. Formulate strategies for integrating innovations into sustainable development plans, demonstrating an understanding of physical constraints. 5. Develop a systems-thinking approach to analyse the intricate consequences of ecological, energy, and societal transitions on business operations. 6. Deconstruct and critically analyse specialist press and academic literature to inform strategic business decisions. 7. Conduct a rigorous analysis of innovation strategies employed by companies or regions and design a bespoke strategy for their own organisation or department.
Competency Goals* <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_M_CG01 - To be equipped with efficient business skills
	PGE_M_CG05 - To be aware of corporate social responsibility issues
Alignment with Programme Learning Goals*	PGE_M_CG05_LO01 - To understand the concepts of sustainable development and ethics and what is at stake for the organisation
	PGE_M_CG05_LO01_I02 - To be aware of the responsibility of the firm towards its employees and society
	PGE_M_CG02_LO01 - To understand the environment of a company whatever the activity sector
	PGE_M_CG04_LO01_I01 - To understand economics current affairs & political economics

Last reviewed: 11/09/2025

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

Session 1: Introduction

Content:

- Understanding the physical framework of the economy
- Knowing how to identify reliable sources when assessing the value of an innovation in this context
- Understanding the complexity of the issues

Session 2: Focus on Resources

Content:

- The raw materials and value chains required for innovation
- Reminder of the basics of strategic analysis and innovation management

Session 3: An Update on Energy Markets and Their Relationship with Innovation Processes

Content:

- Understanding innovation processes in a world in transition

Session 4: The Different BMs and Innovation in Different Key Sectors of the Economy in the Light of What Has Been Developed Previously (Pt. 1)

Content:

- Develop a better understanding of functional areas in the light of the physical framework of the economy explained above
- Identify trends, sector-by-sector

Session 5: The Different BMs and Innovation in Different Key Sectors of the Economy in the Light of What Has Been Developed Previously (Pt. 2)

Content:

- Analysis of the different economic positions of the world's major powers
 - Current regulations and the direction they are taking with regard to BM and innovation
- Key data needed to understand innovation today and the policies of the main countries in this field

Session 6: Conclusion

Content:

- Major economic trends in the light of the ecological transition
- Analysing changes in business models
- The different possible scenarios

KEY TEXTS

1. Chevalier, F. and Kalika, M. (eds.) (2023) *Research in sustainability*. Editions EMS.

Last reviewed: 11/09/2025

SUPPLEMENTARY TEXTS

1. Hawken, P. (ed.) (2018) *Drawdown: The most comprehensive plan ever proposed to reverse global warming*. Penguin Books.

MODES OF ASSESSMENT

Continuous Assessment (40%)	Case study
Final Exam (60%)	Closed book written exam

MODULE DESIGN TEAM

- Author: *Marine Bastiege/Florian Favreau*
- Reviewer: *Cécile Sansalone*
- External Reviewer: *Timothy O'Connor*