



UK

SYLLABUS 2025-2026

Applied and Alternative Economics

MODULE SPECIFICATION

Module Code	2526_ECO_1_EN_012
Campus	Oxford
Department(s)	Territorial Economy and Sustainable Development
Level / Semester	Undergraduate Year 3 (U3); Equivalent to FHEQ level 6 Semester 06
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)?	None
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	4
Equivalent FHEQ credits	8
Study Hours	80 hours which comprise of 30 directed learning and 50 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	Students explore sustainable development and alternative economic models through both theoretical and applied lenses. The module addresses business innovation, territorial development, and entrepreneurship strategies that balance economic performance with environmental and social responsibility. Strategic thinking is applied to assess business viability and long-term impact.
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Teaching Arrangement	This module is delivered as lectures with face-to-face discussions with students, including regular debates.
Learning Outcomes	By the end of this module, students should be able to: <ol style="list-style-type: none"> 1. Evaluate the societal and economic challenges of sustainable development and assess the role of managers in its implementation within businesses. 2. Analyse the impact of territorial economies on sustainable economic development, using theoretical and empirical frameworks. 3. Assess the viability of alternative business models, including green business strategies and innovations that integrate sustainability. 4. Develop strategic approaches to entrepreneurship and business sustainability, balancing economic performance with environmental and social responsibility.
Competency Goals <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_U_CG01 - Manage teams
	PGE_U_CG03 - Develop and implement the marketing and sales strategy
	PGE_U_CG04 - Manage a profit responsibly
	PGE_U_CG05 - Innovate to adapt to its environment
Alignment with Programme Learning Goals	PGE_U_CG01_LO04 - Manage self and others for a responsible and ethical management
	PGE_U_CG03_LO01 - Analyse macro environment, benchmark and develop marketing strategy
	PGE_U_CG04_LO04 - Implement CSR policy
	PGE_U_CG05_LO02 - Create and maintain a culture of innovation
	PGE_U_CG05_LO04 - Develop decision-making support tools

SESSION TOPICS / MODULE SCHEDULE

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

Session 1: Part 1 – Applied Economics (Module Introduction)

Content:

- Introduction to regional economic and main definitions
 - An area of economics?
 - Definitions and founding principles

Last reviewed: 18/07/2025

References:

- Shuman, M. (2015) *The local economy solution: How innovative, self-financing “pollinator” enterprises can grow jobs and prosperity*. Chelsea Green Publishing Company.

Session 2: Part 1 – Applied Economics (Building Main Questions and Group Work Organisation)

Content:

- Local and regional development stakes and strategies

References:

- Shuman, M. (2015) *The local economy solution: How innovative, self-financing “pollinator” enterprises can grow jobs and prosperity*. Chelsea Green Publishing Company.

Session 3: Part 1 – Applied Economics (How to Analyse the Economic Fabric of a Region)

Content:

- Identification of territorial specificities
- Some tools for analysing the local economic impact

References:

- Shuman, M. (2015) *The local economy solution: How innovative, self-financing “pollinator” enterprises can grow jobs and prosperity*. Chelsea Green Publishing Company.

Session 4: Part 1 – Applied Economics (Factors Explaining the Location of Businesses)

Content:

- The main factors of firm locations
- How to act on local decisions
- Example of public policies and local development
 - Territorialised policies of large groups

References:

- Shuman, M. (2015) *The local economy solution: How innovative, self-financing “pollinator” enterprises can grow jobs and prosperity*. Chelsea Green Publishing Company.

Session 5: Part 1 – Applied Economics (Economic Development and the Environment)

Content:

- Links between economy and environment
- Notion of sustainable development
- Necessary consideration of environmental problems
- Economic growth and pollution

References:

- Shuman, M. (2015) *The local economy solution: How innovative, self-financing “pollinator” enterprises can grow jobs and prosperity*. Chelsea Green Publishing Company.

Session 6: Part 1 – Applied Economics (Environmental Impacts: How to Evaluate Them in Monetary Terms)

Content:

- Some notions of environmental economics
- The integration of the costs of environmental destruction (quantification of the costs incurred by the human being)

References:

- Shuman, M. (2015) *The local economy solution: How innovative, self-financing “pollinator” enterprises can grow jobs and prosperity*. Chelsea Green Publishing Company.

Session 7: Part 2 – Alternative Economics (Introduction to Sustainable Development)

Content:

- Sustainable development (SD): definitions
 - Historical review of environmental concerns
 - Definition of SD
 - Stakeholders
 - SD actors
- Tools for sustainable development:
 - Framework and tools for local communities (Agenda 21)
 - SD and business: fair trading

Assignments:

- Prepare group report

Session 8: Part 2 – Alternative Economics (Green Business: General Definitions)

Content:

- Green business: definition, framework, and principles
- Blue Ocean strategy vs. Red Ocean strategy
- Business organisations’ environmental practices
- Main green business markets for VSMEs and SMEs: economic weight and impact
- Starting a business and green business: what stakes and entrepreneurial models?

References:

- Camilleri, M.A. (2017) *Corporate sustainability, social responsibility and environmental management: An introduction to theory and practice with case studies*. Cham, Switzerland: Springer International Publishing.

Assignments:

- Prepare group report

Session 9: Part 2 – Alternative Economics (SD and Business Organisation: CSR, Responsible Management)

Content:

- The enterprise and its stakeholders
- Definition of CSR
- Theoretical and conceptual framework
- Framework and tools for business organisations: management systems
- Communication on sustainable development in the firm

References:

- Camilleri, M.A. (2017) *Corporate sustainability, social responsibility and environmental management: An introduction to theory and practice with case studies*. Cham, Switzerland: Springer International Publishing.

Assignments:

- Prepare group report

Session 10: Part 2 – Alternative Economics (Innovative Solidarity Financing: Socially Responsible Investment)

Content:

- Solidarity and responsible finance definitions
- Socially Responsible Investment (SRI) definitions
- SRI theoretical basis and various approaches
- SRI actors
- Main SRI certifications
- SRI key figures

References:

- MacKinnon, D. and Cumbers, A. (2019) *An introduction to economic geography: Globalization, uneven development and place*. 3rd edn. Abingdon, United Kingdom: Routledge.

Assignments:

- Prepare group report

Session 11: Part 2 – Alternative Economics (Circular Economy)

Content:

- From linear economy to circular economy
- Components of circular economy
- Eco-design: repairing, re-using, recycling
- Circular economy and regulations
- Economic and ecological impact of circular economy
- Industrial ecology
- Functional economy

References:

- Demailly, D., Carbone, V., Acquier, A., Massé, D., Roux, D., Borel, S., Benoit-Moreau, F., Guillard, V., et al. (2016) *The collaborative economy, a pipeline of innovations for sustainable development: Summary of findings of the PICO project (short version)*. Rep. Paris, France: IDDRI.

Assignments:

- Finalisation of group report

Session 12: Part 2 – Alternative Economics (Entrepreneurship, Innovation and SD: Collaborative Economy)

Content:

- Innovation – what does it mean?
- How to combine sustainable development and innovation
- Sustainable innovation: a constructive approach
- Collaborative economy to serve sustainable innovation

References:

- Van Hamme, G., Pain, K., Didelon, C., Vérité, S., Richard, Y., Sainteville, M., Ducreut, C., Eliot, E. et al. (2012) *Territorial impact of globalization for Europe and its regions*. Rep. ESPON & Université Libre de Bruxelles, pp. 1–69.

Assignments:

- Finalisation of group report

KEY TEXTS

1. Shuman, M. (2015) *The local economy solution: How innovative, self-financing “pollinator” enterprises can grow jobs and prosperity*. Chelsea Green Publishing Company.
2. Camilleri, M.A. (2017) *Corporate sustainability, social responsibility and environmental management: An introduction to theory and practice with case studies*. Cham, Switzerland: Springer International Publishing.
3. Olson, E.G. (2010) *Better green business: Handbook for environmentally responsible and profitable business practices*. Pearson Education.
4. Crane, A., Matten, D., Glozer, S. and Spence, L. (2019) *Business ethics: Managing corporate citizenship and sustainability in the age of globalization*. 5th edn. Oxford, United Kingdom: Oxford University press.
5. Cannon, T. (2012) *Corporate responsibility: Governance, compliance and ethics in a sustainable environment*. 2nd edn. Pearson.
6. MacKinnon, D. and Cumbers, A. (2019) *An introduction to economic geography: Globalization, uneven development and place*. 3rd edn. Abingdon, United Kingdom: Routledge.
7. Sillanpää, M. and Ncibi, C. (2019) *The circular economy: Case studies about the transition from the linear economy*. London, United Kingdom: Academic Press.
8. Demailly, D., Carbone, V., Acquier, A., Massé, D., Roux, D., Borel, S., Benoit-Moreau, F., Guillard, V., et al. (2016) *The collaborative economy, a pipeline of innovations for sustainable development: Summary of findings of the PICO project (short version)*. Rep. Paris, France: IDDRI.

SUPPLEMENTARY TEXTS

1. Van Hamme, G., Pain, K., Didelon, C., Vérité, S., Richard, Y., Sainteville, M., Ducreut, C., Eliot, E. et al. (2012) *Territorial impact of globalization for Europe and its regions*. Rep. ESPON & Université Libre de Bruxelles, pp. 1–69.
2. Bourdin, S. and Nadou, F. (2020) ‘The role of a local authority as a stakeholder encouraging the development of biogas: A study on territorial intermediation’, *Journal of Environmental Management*, 258. doi:10.1016/j.jenvman.2019.110009.

MODES OF ASSESSMENT

Continuous Assessment (40%)	Written exam	20%
	Group work	20%
Final Exam (60%)	Closed book written exam	

MODULE DESIGN TEAM

- Author: *Amandine Lare*
- Reviewer: *Annette Zschau*
- External Reviewer: *Ashish Gupta*

Last reviewed: 18/07/2025