



Ljubljana Summer School  
"Take the Best from East & West"  
4 – 22 July 2022

## Sustainable Business Models: Strategy and Eco-Innovations

Bachelor (final year) & Master course (ECTS: 7)

14.00 - 16.30 (CET Ljubljana) - ONLINE

**MARTÍN-DE CASTRO Gregorio**

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### Course objectives and learning outcomes:

To present recent advances in new sustainable business models design, from a strategic point of view. More concretely, to explore the following key issues:

- Elements of sustainable business models
- Management theories to frame corporate environmentalism
- Engineering side of corporate environmentalism: Eco-innovations: product, process and managerial innovations
- Market side of corporate environmentalism: the convenient green customer, green image, reputation, legitimacy, greenwashing and stakeholders' engagement
- Reactive-Proactive environmental strategies
- Environmental performance-environmental reporting positioning

### Prerequisites for attending the course:

Bachelor degrees on Business Administration, Economy, Tourism, Commerce, and related disciplines. Industrial engineering and related disciplines.

### Course syllabus/Daily topics:

PROGRAMME DAY	ACTIVITY/TOPIC/SESSION
Monday, 4 July	<i>Welcome session</i>
Tuesday, 5 July	Business Models and a case
Wednesday, 6 July	Theoretical perspectives and corporate environmentalism
Thursday, 7 July	Engineering side of corporate environmentalism: eco-innovations and resources and capabilities
Friday, 8 July	Illustrations and business case
Monday, 11 July	Market side of corporate environmentalism: corporate image, reputation, legitimacy and stakeholders' engagement
Tuesday, 12 July	Illustrations and discussion
Wednesday, 13 July	Environmental strategies and Performance/Disclosure options



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Thursday, 14 July	Illustrations and discussion
Monday, 18 July	Business Case: Car Manufactures and Sustainability and Greenwashing
Tuesday, 19 July	Business Case: Upcycling and the Carbon Dioxide Capture and Utilization cutting-edge technology
Wednesday, 20 July	No lectures (preparation for final examination)
Thursday, 21 July	Final examination / Project presentations
Friday, 22 July	<b>Meeting hours with students &amp; LSS Farewell session</b>

**Online teaching methods and tools/software used:**

1. Professor's exposition of theory supported with ppt slides and current examples. To present new concepts, models and tools to understand new sustainable model challenges.
2. Reading and discussion of practitioners papers and reports on the topics analysed.
3. Knowledge clips: short videos (5-10 min) from leading academics, practitioners and experts about key topics in management and sustainability, with debate.
4. Short illustrations as current examples of key issues, to solve individually and then put in common in the classroom.

SOFTWARE USE: Canvas web. Additionally, google meets and videos from well-known software. Email and google meets for tutorship's.

**Course materials/List of readings:**

1. Course slides authored by the Professor. Main theoretical frameworks, strategic models, concepts and tools.
2. Three papers with a practitioner's perspective considered as seminals in the field and published by Harvard Business Research, California Management Research.
3. Two business cases on Car manufactures and sustainability, and CCU technologies and upcycling, co-authored by the Professor.
4. Several knowledge pills (short videos from leading academics, business practitioners and experts) available in Internet.
5. Several Illustrions co-authored by the Professor.

All key course material is co-authored by the Professor, under development or totally new (September 2020) which guarantees novel and impact management advances! Some of them are also draft papers under review in top academic and practitioner's journals.



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#### Online examination methods and evaluation criteria (weighted categories):

10% Attendance and active participation in the classroom.

40% Individual resolution of Illustrations and readings.

50% Business case presentation.

#### Grading scale (the same for all courses):

DEFINITION	%	LOCAL SCALE	ECTS SCALE	Grade (USA)
exceptional knowledge without or with negligible faults	92-100	10	A	A+, A, A-
very good knowledge with some minor faults	85-91	9	B	B+, B
good knowledge with certain faults	77-84	8	C	B
solid knowledge but with several faults	68-76	7	D	C+, C, C-
knowledge only meets minimal criteria	60-67	6	E	D+, D
knowledge does not meet minimal criteria	<60	5	F	

#### Short course leader(s) biography:

*Gregorio Martín-de Castro is Professor of Strategy and Business Sustainability in the Department of Management and Marketing, Complutense University of Madrid. He holds a Ph.D. in Management from the same university and a Postgraduate Diploma in Knowledge Management from INSEAD (France) and IUEE (Spain). His main research streams are strategic management, business sustainability, knowledge and intellectual capital management, and corporate reputation and legitimacy.*

*He has been visiting scholar and research fellow at RCC-Harvard University (US, 2004-2005); Manchester Institute of Innovation Research- University of Manchester (UK, 2009), Marshall Business School-University of Southern California (US, 2011 and 2018), Institute of Environment and Sustainability-U.C.L.A. (US, 2013 and 2015), and Edinburgh Business School-University of Edinburgh (UK, 2019). Also, he has visiting professor in different universities of Europe and Latin America.*

*He is author and co-author of seven research monographies edited by Thomson Reuters, Palgrave McMillan, Elsevier, IGI, etc., and more than 50 research papers in academic journal such as Journal of Cleaner Production, Technovation, Industrial Marketing Management, Journal of Business Ethics, Technological Forecasting and Social Change, European Management Journal, Journal of Knowledge Management, etc. He also has served as guest-editor of several special issues in top journals such as Industrial Marketing Management, Journal of Knowledge Management, or Journal of Intellectual Capital, and he is member of the editorial board of Industrial Marketing Management and Innovare Journal, and Member of the Doctoral Committees of Business Administration Program, and Data Science Program, at Complutense University of Madrid.*

*Google Scholar H index 30, more than 3,700 citations on October 20<sup>th</sup>, 2020.*