

MGMT403: INTERNATIONAL BUSINESS & SUSTAINABLE DEVELOPMENT IN EUROPE

COURSE NUMBER : MGMT 403

CREDITS : 3

PREREQUISITE : POLS210

ECTS CREDITS : 6

OFFERED : SUMMER

SEMESTER HOURS : 45

COURSE DESCRIPTION:

A changing mindset from short-term to long-term is starting to take hold in the business world. A changing mentality among business leaders and consumers is shaping the way that companies interact with their communities, their environment, their employees, their customers, and all their other stakeholders. Companies can no longer simply focus on the one bottom line, but must expand their vision in order to consider the implications of climate change, shifts in commodity demand and supply, including labor, and much more.

COURSE OBJECTIVES:

Students will learn about the history of sustainable development and changing business practices today. The course will cover best and worst practices and their implications according to the Triple Bottom Line, marketing, production, employment, and more. This course uses political, economic, and financial modelling to illustrate the implications of sustainable thinking on the the longterm health and wealth of a company.

EXPECTED OUTCOMES:

After completing the course, students will be able to:

- Understand the role and importance of sustainable business practices,
- Understand the history and growth of sustainability in business and non-business development
- Develop business models that incorporate sustainable thinking
- Apply capitalist practices to non-governmental goals
- Consider future business opportunities beyond the traditional business model