

Course: Purpose Economy & Sustainability

credits: 5

Course code LBVB21PES1
Name Purpose Economy & Sustainability
Study year 2021-2022
ECTS credits 5
Language English
Coordinator J. van der Sluis

Modes of delivery Education
Assessments Essay purpose Economy - Assessment
 Essay Sustainability - Assessment

Learning outcomes

Upon completion of this course, students should be able to:

- Understand and explain the concept of Purpose Economy from a personal, social & societal perspective;
- Review and identify multiple modes of employing the Purpose Economy concept in a business setting;
- Identify and compare how to shape and build markets from a Purpose Economy perspective;
- Understand the concept of sustainable development and be aware of the impact of sustainable development on the global (business) community at large;
- Be aware of, understand, and critically reflect on corporate sustainability drivers, related strategies, and business performance;
- Understand and identify how to relate sustainable development to a business setting and to sustainability-related issues

Competencies from the IB Programme Learning Outcomes (at level 3): WT 1; WT 3; LW 9; LW 10;

Content

The course focusses on developing an awareness and understanding of the driving forces behind Purpose Economy and Sustainability; apart, on differences and their interconnectedness.

Besides gaining an awareness and understanding, attention is paid to how to identify and employ methods of actual implementation of the concepts of Purpose Economy and Sustainability in nowadays business life.

Included in programme(s)

Minor European Business

School(s)

International Business School

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