Vak: Purpose Economy & Sustainability — credits: 5

Vakcode	LBVB21PES1
Naam	Purpose Economy & Sustainability
Studiejaar	2024-2025
ECTS credits	5
Taal	Engels
Coördinator	C.H. Voogd
Werkvormen	Onderwijs
Toetsen	Assignment - Opdracht

Leeruitkomsten

- 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

Inhoud

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.

This course contributes to the IBS strategic theme: Sustainability (SDGs)

Opgenomen in opleiding(en)

Minor European Business
Minor European Business
Minor European Business
IBS Exchange programme European Business

School(s)

International Business School

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