



CATÓLICA  
CATÓLICA PORTO  
BUSINESS SCHOOL

PORTO

## Porto Sustainable Business Summer School

Organized by [Católica Porto Business School \(CPBS\)](#) and [WU \(Vienna University of Business and Economics\)](#)

### Course outline

<b>Course title</b>	<b>Sustainable Business</b>
<b>Lecturers</b>	CPBS - Prof. Alexandra Leitão ( <a href="mailto:apleitao@ucp.pt">apleitao@ucp.pt</a> ), Prof. João Pinto ( <a href="mailto:jpinto@ucp.pt">jpinto@ucp.pt</a> ), Prof. Raquel C Franco ( <a href="mailto:rcampos@ucp.pt">rcampos@ucp.pt</a> )  WU – Prof. Edith Littich ( <a href="mailto:edith.littich@wu.ac.at">edith.littich@wu.ac.at</a> ), Dr. Stephan Bauer ( <a href="mailto:stephan.bauer@duende.eu">stephan.bauer@duende.eu</a> )
<b>Language of instruction</b>	English
<b>Course level</b>	UCP - Bachelor/Undergraduate and Master/Graduate students from UCP  WU - Bachelor/Undergraduate – advanced level
<b>ECTS credits</b>	8 ECTS credits

#### Aim of the course

Sustainable business has turned into an important strategic and operational choice of companies. Since unsustainable business is a source of potential risks many companies are currently transforming their business models and practices. Also, businesses are increasingly aware of other types of organisations committed to the solution of social and environmental challenges, and with whom they might partner with. The course introduces students to the conceptual framework in which sustainable decision making of businesses takes place. New business models with a positive impact on environmental, social and governance goals will be presented. Additionally, we will analyse the consequences of sustainable business choices for investment and finance. The overall goal of the course is to make students aware of current developments and its threats (including approaches to unveil “greenwashing” activities).

#### Learning objectives

The objective of this course is to equip students with the required tools to take adequate decisions in an economy that is more and more transforming towards sustainability. Upon completion of this course, students will

- have an overview of the current framework and pending EU regulations to foster the sustainability agenda, in particular regarding sustainable finance;
- understand new financing instruments and its impact on sustainability;

- be able to evaluate corporate decisions in line with sustainable business criteria (strategic as well as operational decisions);
- understand how sustainability challenges become business opportunities promoting value creation
- understand the fundamental change behind the transformation from the linear to the circular economy;
- understand what is leading for sustainability and how to promote a sustainable environment;
- understand the concepts of shared value and social innovation and their implications for the management of organisations;
- understand the meaning and relevance of social entrepreneurship, as well as the contributions of philanthropy to impact investing;
- have experienced to work on a assigned project in an internationally composed team;
- have learnt to prepare, structure and craft the presentations of their team projects and how to professionally present it.

### Prerequisites and application requirements

UCP - Bachelor/Undergraduate and Master/Graduate students from UCP

WU - Bachelor/Undergraduate – advanced level

Application requirements for WU students can be found on our [application website](#).

### Teaching methods

Lectures, interactive discussions, case studies, student group work and presentations.

### Pre-course assignment (WU and UCP)

Your pre-course assignment will weight 20% of the total grade. It has **two parts**. The total student workload for the pre-course assignment will amount to approx. 20 hours.

#### Part 1: OMV report

**Your assignment consists of the following:**

1. Inform yourself about the business of OMV, Austria's largest company:  
<https://www.omv.com/services/downloads/00/omv.com/1522235529464/omv-annual-report-2022.pdf>
2. Based on this information and additional research write a report answering the following questions:
  - In which area(s) does the nature of OMV's business conflict with the UN Agenda 2030 and its Sustainable Development Goals (SDGs, <https://sdgs.un.org/goals>)?
  - Are there specific activities where OMV credibly takes significant efforts to contribute to one or more of the SDGs?
  - On the other hand, can you identify activities where OMV only pretends to be more sustainable ("greenwashing")?

#### Additional information:

**Deliverables:** you should submit a report of approximately 1,000-1,500 words in total, 1.5 spacing, 11 or 12 font size.

**Individual research:** you are encouraged to perform online research using business websites, news and media sources.

**Bibliography:** Please source any specific information from your research in the text, and cite it in the bibliography. You are not requested to use a specific referencing style. Bibliography is not included in the word count / text length.

**Part 2: Reflecting on the TBL concept recall and illustrating with a corporate example.**

**Your assignment consists of the following:**

Please read [here](#) the text by John Elkington in HBR "25 Years Ago I Coined the Phrase "Triple Bottom Line." Here's Why It's Time to Rethink It", and [this blog entry](#).

Although John Elkington recalled the Triple Bottom Line (TBL) concept, as one CEO put it "we have a few CEOs who understand the business relevance and scale of the challenge, and who back it up with action." Summarize in around 500 words the meaning of the TBL concept, its virtues and the reasons why John Elkington recalled it. Find an example of a company that went far in the application of the TBL concept, having achieved true transformation (perhaps with some drawbacks), and justify your choice in around 500 words. 1,200 words max.

**Deadline for both PARTS:**

Please submit the pre-course assignment by June 25th  
 You have to upload your assignment on the CPBS Blackboard platform. Please create two separate files titled "(Your name)\_Part 1" and "(Your name)\_Part 2"  
 You have access on this platform via: <https://campus.porto.ucp.pt/>

**Assessment:**

The pre-course assignment will be assessed based on

- Clarity and consistency of arguments,
- Clarity of structure and format,
- Quality of writing, including appropriate referencing.

**Coaching**

If you have any doubts while preparing the assignment you have the chance to ask questions during the virtual kick-off on or write an email to [edith.littich@wu.ac.at](mailto:edith.littich@wu.ac.at) (Part 1) or [rcampos@ucp.pt](mailto:rcampos@ucp.pt) (Part 2)

Course contents	
<b>Week 1</b>	<b>Daily from 9 am to 1 pm</b>
<b>Day 1</b>	<ul style="list-style-type: none"> <li>• Welcome and introduction to the course</li> <li>• Fundamentals of sustainable business</li> </ul>
<b>Day 2</b>	<ul style="list-style-type: none"> <li>• Fundamentals of sustainable business</li> <li>• The role of social entrepreneurship, philanthropy and cross sector partnerships for impact</li> </ul>
<b>Day 3</b>	<ul style="list-style-type: none"> <li>• Sustainability and leadership</li> </ul>
<b>Day 4</b>	<ul style="list-style-type: none"> <li>• Impact investing and social impact bonds</li> </ul>
<b>Day 5</b>	<ul style="list-style-type: none"> <li>• Circular economy</li> </ul>
<b>Week 2</b>	
<b>Day 6</b>	<ul style="list-style-type: none"> <li>• Crafting sustainable strategies</li> </ul>
<b>Day 7</b>	<ul style="list-style-type: none"> <li>• Implementing (sustainable) strategies; monitoring and reporting</li> </ul>
<b>Day 8</b>	<ul style="list-style-type: none"> <li>• Business models driving the circular economy</li> </ul>
<b>Day 9</b>	<ul style="list-style-type: none"> <li>• Sustainable finance</li> </ul>
<b>Day 10</b>	<ul style="list-style-type: none"> <li>• Sustainable investing</li> </ul>

<b>Week 3</b>	
<b>Day 11</b>	<ul style="list-style-type: none"> <li>Sustainable equity and impact investment</li> </ul>
<b>Day 12</b>	<ul style="list-style-type: none"> <li>Sustainable debt instruments</li> </ul>
<b>Day 13</b>	<ul style="list-style-type: none"> <li>Exam; start with project work "Allegretto"</li> </ul>
<b>Day 14</b>	<ul style="list-style-type: none"> <li>Project work continued (crafting and preparing presentations)</li> <li>Rehearsing and report finalization</li> </ul>
<b>Day 15</b>	<ul style="list-style-type: none"> <li>Presentation of group assignments; Wrap-up</li> </ul>
<b>This is a tentative course syllabus. Contents may be subject to change.</b>	

**Criteria for successful completion of the course**

Students will be assessed on their:

- Performance in pre-course assignment
- Group work in class
- Final test

Assessment	%
<b>Individual-level</b>	54%
<ul style="list-style-type: none"> <li>Pre-course assignment (20%)</li> <li>Final test (34%)</li> </ul>	
<b>Group-level</b>	46%
<ul style="list-style-type: none"> <li>Class participation (6%)</li> <li>Group work, report and presentation "Allegretto" (40%)</li> </ul>	
<b>TOTAL</b>	<b>100%</b>

*Please bear in mind that grading standards and procedures may differ between the two academic institutions.*

*Please note: students' attendance and punctuality are mandatory in all classes except in cases of illness.*

**Academic Integrity:**

As a program which helps to create business and government leaders, University Faculty has an obligation to ensure academic integrity is of the highest standards. All cases of cheating or plagiarism, and any variations thereof, will be immediately referred to the Associate Dean/Vice-Rector for Studies. Students who participate in any form of cheating and/or plagiarism may be required to withdraw from the Faculty of Business/Department of Marketing and Communication.

Students are expected to carefully review the following points discussing academic integrity and group projects that have been adopted by our Faculty. Acts of academic dishonesty include, but are not limited to, the following:

- using** the exact words of a published or unpublished author without quotation marks and without referencing the source of these words.
- duplicating** a table, graph or diagram, in whole or in part, without referencing the source.
- paraphrasing** the conceptual framework, research design, interpretation, or any other ideas of another person, whether written or verbal (e.g. personal communication, ideas from a verbal presentation) without referencing the source.
- copying** the answers of another student in any test, examination, or take-home assignment.
- providing** answers to another student in any test, examination, or take-home assignment.
- taking** any unauthorized materials into an examination or term test (crib notes).
- impersonating** another student or allowing another person to impersonate oneself for the purpose of submitting academic work or writing any test or examination.
- stealing** or mutilating library materials.
- accessing** test prior to the time and date of the sitting.
- changing** name or answer(s) on a test after that test has been graded and returned.
- submitting** the same paper or portions thereof for more than one assignment, without discussions with the instructor(s) involved.

Students should be aware that all instructors reserve the right to use plagiarism detection software program(s) to detect plagiarism for essays, term papers and other assignments.

### Assessment / Grading

The following grading scheme is applied (WU and CPBS):

CPBS grade	WU grade	Description
18-20	1	Exceptional, outstanding and excellent performance. Normally achieved by a minority of students. These grades indicate a student who is self-initiating, exceeds expectation and has an insightful grasp of the subject matter.
16-17	2	Very good, good and solid performance. Normally achieved by the largest number of students. These grades indicate a good grasp of the subject matter or excellent grasp in one area balanced with satisfactory grasp in the other area.
14-15	3	Satisfactory, or minimally satisfactory. These grades indicate a satisfactory performance and knowledge of the subject matter.
10-13	4	Marginal Performance. A student receiving this grade demonstrated a superficial grasp of the subject matter.
0-9	5	Unsatisfactory performance

### Course literature (cases, papers, online material...)

- Power point slides
- Case studies
- Articles (TBA)

### Further readings suggested by the lecturer(s)

TBA

### Remarks

Please make sure to bring a calculator!