



SUBJECT DATASHEET

Green Economic Business Innovations

BMEGT42M701

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Green Economic Business Innovations

ID (subject code)

BMEGT42M701

Type of subject

contact unit

Course types and lessons

| <i>Type</i> | <i>Lessons</i> |
|-------------|----------------|
| Lecture | 1 |
| Practice | 0 |
| Laboratory | 0 |

Type of assessment

exam grade

Number of credits

3

Subject Coordinator

Name *Position* *Contact details*

Dr. Zilahy Gyula professor zilahy.gyula@gtk.bme.hu

Educational organisational unit for the subject

Department of Environmental Economics and Sustainability

Subject website

<https://edu.gtk.bme.hu>

Language of the subject

magyar - HU

Curricular role of the subject, recommended number of terms

Programme: **Master of Business Administration**

Subject Role: **Compulsory for the specialisation**

Recommended semester: **4**

Direct prerequisites

Strong BMEGT42M700 Környezetmenedzsment / Environmental Management

Weak None

Parallel None

Exclusion None

Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, Decree No: 580672/5/2023 registration number. Valid from: 25.10.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The primal goal of the course is for students to learn about environmental and social corporate business innovations and the sustainability aspects of new, innovative business models that have appeared in the corporate sphere in recent years. On one hand, the subject presents the environmental and social effects of these innovations and new business models, and on the other hand, it presents the business models created specifically for the purpose of sustainability. In addition to concrete, up-to-date knowledge, the subject also places great emphasis on the development of students' skills through the presentation and solution of practical examples.

Academic results

Knowledge

1. Knows the most important characteristics of technical, environmental and social innovations
2. Knows the factors determining the sustainability of business models
3. Knows the potential environmental and social impacts of the most important innovative business models
4. Knows the characteristics of the sharing economy
5. Knows the most important characteristics and practices of corporate social responsibility
6. Knows the new business models in the financial markets

Skills

1. The student is able to recognize the business model behind the operation of a company that sets sustainability goals
2. They are able to analyze the innovation activity of a business from a sustainability point of view (economic-social-environmental).
3. They are able to outline a workable business model for a novel idea
4. They are able to apply the Three-Layer Business Model Canvas for each company using an innovative business model

Attitude

1. Is open to a deeper understanding of the company's operation and the exploration of environmental and social connections
2. Strives for a collaborative approach and management of problems
3. Strives to understand complex systems
4. Is constantly informed about innovative solutions and can critically analyze them
5. Strives to validate environmental and social aspects in their decisions

Independence and responsibility

1. Can independently assess the company's environmental performance
2. Shows responsible thinking in relation to the environmental and social problems arising in the company's operation
3. Openly accepts well-founded critical comments
4. If necessary, cooperates with his fellow students in solving tasks

Teaching methodology

Interactive presentations, case studies, business modeling practice. Use of information communication tools, corporate and other professional materials.

Materials supporting learning

- Tankönyvek, jegyzetek, letölthető anyagok – Textbooks, other material:
- Zilahy Gy. Innovatív üzleti modellek és a társadalmi együttműködés új formái, in: Kisvárosok reneszánsza – a kőszegi példa, iASK, 2016
- Alexander Osterwalder - Yves Pigneur: Üzletimodell-építés kézikönyve, 2012, Cser Könyvkiadó és Ker. Kft., ISBN 9789632782201
- Hart, S.L. & Milstein, M.B., 2003. Creating sustainable value. *Academy of Management Executive*, 17(2), pp.56–67.
- Boons, F. & Lüdeke-Freund, F., 2013. Business models for sustainable innovation : state-of-the-art and steps to-wards a research agenda. *Journal of Cleaner Production*, 45, pp.9–19.
- Chesbrough, H., 2010. Business model innovation: Opportunities and barriers. *Long Range Planning*, 43(2-3), pp.354–363.

II. SUBJECT REQUIREMENTS

TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

General Rules

The learning outcomes stated under point 2.2 are evaluated based on a project task to be completed during the semester as part of group work (formative assessment) and an exam paper at the end of the semester.

Performance assessment methods

A. Detailed description of the performance evaluations carried out during the study period: Formative assessment (project task): a complex evaluation method of the subject's knowledge, ability, attitude, and independence and responsibility competence elements, which

takes the form of a group project task, the content, requirements, submission and evaluation method of which are determined by the instructor. B. Detailed description of the performance evaluation during the exam period: a complex, written evaluation method of the knowledge and ability-type competence elements of the subject in the form of a written exam. The written exam focuses on the assessment

of the acquired knowledge and its application, so in addition to the precise knowledge of the concepts, it focuses on problem recognition

and solution. The course material on which the evaluation is based is determined by the lecturer of the subject, the available working time is 60 minutes.

Percentage of performance assessments, conducted during the study period, within the rating

- formative assesment (project work): 40

Percentage of exam elements within the rating

- Written exam: 60

Conditions for obtaining a signature, validity of the signature

The condition of acquiring a signature is the preparation of the project task, according the expected format and content requiremen

Issuing grades

| | |
|--------------|-------|
| Excellent | 90 |
| Very good | 80-89 |
| Good | 70-79 |
| Satisfactory | 60-69 |
| Pass | 50-59 |
| Fail | 0-49 |

Retake and late completion

1) Pursuant to the current CoS, each assessment can be retaken, repeated or completed late. 2) The assessment can be retaken, repeated or completed late for the first time during the study period free of charge. In the event of a correction, the new result always overwrites the old one.

Coursework required for the completion of the subject

| | |
|----------------------------------|----|
| participation in contact lessons | 21 |
| preparation for contact lessons | 10 |
| preparation of project-task | 34 |
| preparation for written exam | 25 |
| Total | 90 |

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 09.10.2023.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

In order to achieve the learning outcomes outlined under point 2.2, the subject consists of the following thematic blocks. In the syllabi of the courses announced in each semester, these topics are scheduled according to the calendar and other conditions.

- 1 Corporate social responsibility (CSR) vs. sustainable business models
- 2 Environmental and social effects of business innovation
- 3 Characteristics and archetypes of sustainable business models
- 4 Elements and application of the three-layer business model canvas
- 5 Solutions and new problems in the social economy. New forms of the rebound effect
- 6 The role of innovative business models in solving social problems; social innovation
- 7 Goals and characteristics of social enterprises. Civil organizations vs. social enterprises
- 8 Sustainable business models based on new technological solutions
- 9 Business modeling among large companies and SMEs: challenges and solutions
- 10 Will the bubble burst? The growth potential of enterprises using new business models, the limits of growth. The future of traditional models, the latest trends
- 11 The issue of regulating new business models: domestic and international practice

Additional lecturers

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Approval and validity of subject requirements