



SUBJECT DATASHEET

Sustainable Business Models

BMEGT42V201

I. SUBJECT DESCRIPTION

1. SUBJECT DATA

Subject name

Sustainable Business Models

ID (subject code)

BMEGT42V201

Type of subject

contact unit

Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	2
Practice	0
Laboratory	0

Type of assessment

mid-term
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: **BSc in Engineering Management**

Subject Role: **Elective (C)**

Recommended semester: **0**

Programme: **BA in International Business**

Subject Role: **Elective (C)**

Recommended semester: **0**

Programme: **BA in Management and Business Administration**

Subject Role: **Elective (C)**

Recommended semester: **0**

Programme: **BA in Communication and Media Studies**

Subject Role: **Elective (C)**

Recommended semester: **0**

Programme: **BA in Finance and Accounting**

Subject Role: **Elective (C)**

Recommended semester: **0**

Programme: **International Management Bachelor's Programme from 2022/23/Term 1**

Subject Role: **Elective (C)**

Recommended semester: **5**

Direct prerequisites

Strong None

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: 580884/8/2023 registration number. Valid from: 29.11.2023.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

• Understand the concept of business models and will be able to critically assess traditional and innovative business models, their underlying logic. • Will be able to recognise the most important sustainability challenges with a special emphasis on local and global environmental problems and to understand how these relate to the activities of the corporate sector, as well as what companies can do to solve them. • Will gain insight relating to how and based on what impacts do companies – both international corporations and SMEs – form and renew their business models and what challenges have to be tackled along this process.

Academic results

Knowledge

1. Understand the concept of business model, its relationship to business strategy;
2. understand the concept of Sustainable Development, its components and requirements;
3. understand the processes behind innovative business models;
4. understand the aspects determining the sustainability of business models;
5. understand the innovative business models prevailing in the economy;
6. understand the features of the sharing economy;
7. understand the relations of corporate social responsibility (CSR) and sustainable business models;
8. understand innovative business models on the financial markets.

Skills

1. Is able to recognise the most important features of the business model of corporations;
2. is able to prepare a sustainability assessment of a business model;
3. is able to draw up a business model for an innovative idea.

Attitude

1. Is open to novel information technology and business solutions;
2. is sensitive to social and environmental issues;
3. collects information regarding novel solutions and is able to critically assess them;
4. is open to the use of information technology tools;
5. strives to take environmental and social aspects into account when making decisions.

Independence and responsibility

1. Perceives the environmental and social responsibility of business leaders,
2. recognises those technological and organisational solutions, which provide economic, environmental and social benefits at the same time; is able to assess the limitations of different solutions;
3. is able to distinguish between private and social aspects and can harmonise them.

Teaching methodology

Interactive lectures, case studies, business modeling practice

Materials supporting learning

- 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 towards 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 evaluation of the learning outcomes stated in point 2.2. is based on a summative assessment (mid-term exam). It is also possible to write 3 short tests during the semester for extra points. The distribution of the tests during the semester, the study-material related to the tests and the amount of extra points awarded for them is determined by the instructor.

Performance assessment methods

A. Detailed description of performance evaluations during the study period: Summative assessment (mid-term exam): a complex, written assessment of the knowledge and ability-type competence elements of the subject during the semester in the form of a mid-term exam. The mid-term exam consists of a short conceptual part and a longer expository, problem-solving part, the time available for the solution is approx. 45-60 minutes.

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

- summative assessment: 100
- total: 100

Percentage of exam elements within the rating

Conditions for obtaining a signature, validity of the signature

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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 summative assessment can be retaken, repeated or completed late. 2) The summative assessments can be retaken, repeated or completed late for the first time during the late completion period free of charge. In the event of a retake, the more favourable score will be taken into account. 3) If the student is unable to obtain a grade other than 'Fail' even with the retake, repeat and late completion possibilities according to point 1), they may make a second attempt to successfully complete the course after paying the fee specified in the regulations.

Coursework required for the completion of the subject

participating in contact lessons	28
preparation for contact lessons	14
preparation for summative assessment	16
autonomous learning	32
total	90

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 06.11.2023.

III. COURSE CURRICULUM

THEMATIC UNITS AND FURTHER DETAILS

Topics covered during the term

In order to achieve the learning outcomes set out at 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 Environmental and social impacts of the corporate sector. Sustainable development and corporate operations
- 2 The sustainability aspects of corporate operations. Factors determining the environmental strategy of the company
- 3 The concept of business modelling and its relevance from the point of view of Sustainable Development. Corporate strategy vs. business model.
- 4 Tools of corporate environmental management. Incremental vs. radical development.
- 5 Methods of business modeling and the process of business model innovation.
- 6 Corporate Social Responsibility vs. sustainable business models.
- 7 Does the sharing economy solve our problems? Solutions and new problems in the sharing economy.
- 8 What makes social enterprises social? Innovative business models to solve social problems, social innovation.
- 9 Sustainable business models based on new technological solutions. Business modelling at large corporations and SMEs.
- 10 Is the bubble going to burst? Growth potential of companies using innovative business models. The future of traditional business models, latest tendencies. The regulation of corporations using innovative business models.

Additional lecturers

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Approval and validity of subject requirements