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

Type	*Lessons*
Lecture	2
Practice	0
Laboratory	0

Type of assessment
mid-term grade

Number of credits
3

Subject Coordinator

Name	*Position*	*Contact details*
Szalmáné Dr. Csete Mária	associate professor	csete.maria@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: **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: **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 International Business**
Subject Role: **Elective (C)**
Recommended semester: **0**

Programme: **BA in Finance and Accounting**
Subject Role: **Elective (C)**
Recommended semester: **0**

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: 5881478/13/2024 registration number. Valid from: 11.12.2024.

2. OBJECTIVES AND LEARNING OUTCOMES

Objectives

The aim of the course is for students to • understand the concept of business models and to be able to critically assess traditional and innovative business models, their underlying logic • 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. • 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. The student understands the concept of a business model, and its relationship to business strategy;
2. understands the concept of Sustainable Development, its components and requirements;
3. understands the processes behind innovative business models;
4. understands the aspects determining the sustainability of business models;
5. understands the innovative business models prevailing in the economy;
6. understands the features of the sharing economy;
7. understands the relations of corporate social responsibility (CSR) and sustainable business models;
8. understands innovative business models on the financial markets.

Skills

1. The student 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. The student is open to novel IT, technological 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. The student 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 those.

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 learning outcomes stated in point 2.2. are evaluated based on summative assessments (two mid-term exams).

Performance assessment methods

Detailed description of the performance evaluations carried out during the study period: Summative assessments (mid-term exams): a complex, written assessment of the knowledge and ability-type competence elements of the subject during the semester in the form of two mid-term exams. The subject's instructor determines the course material that serves as the basis for the evaluation, as well as the method and time frame of the assessment.

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

- **1st summative assessment**: 50
- **2nd summative assessment**: 50
- **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 new result always overwrites the old one. 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	24
preparation for contact lessons	12
preparation for summative assessments	24
autonomous learning	30
total	90

Approval and validity of subject requirements

Consulted with the Faculty Student Representative Committee, approved by the Vice Dean for Education, valid from: 04.11.2024.

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 enterprices 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