



Towards a Sustainable Business Model

Course syllabus

Course price: 1000 € / person

Module 1 : The State of Affairs

This module gives an introduction to the planetary, social and societal challenges of today, and explains the course structure.

Skills - Planetary boundaries, Doughnut theory, population growth, consumption models, about the course

Module 2 : The Limits to Business as Usual

Pressure is increasing for our current economic and corporate models to systematically incorporate externalities into their functioning.

Skills - current economic model, positive impacts, negative impacts, unaccounted biases, growing stakeholder claims

Module 3 : Moving Beyond Corporate Social Responsibility

Corporate Social Responsibility and other current sustainability frameworks are changing the game, but also have their limitations.

Skills - Social responsibility, history of CSR, international frameworks, best-practice CSR standards, limits and evolution of CSR

Module 4 : sustainable business models

Bringing sustainability to the core of your organization is the natural next step for sustainability in the private sector. The example of Fnac Darty can help us understand this process in-depth.

Skills - SBM definition, core principles, examples of SBM transformation, LEAD framework

Module 5 : Trajectory to Sustainability

Setting sustainability goals and planning your trajectory towards achieving them is a solid first step in the transformation, alongside the definition of your corporate purpose.

Skills - Sustainable offering, carbon footprint, social equity, value distribution, building a sustainable trajectory, corporate purpose

Module 6 : implementing your transformation

Starting from a general framework distinguishing traditional from sustainable business models, we will focus on the function-specific transformations that are driving the change in practice.

Skills - business models compared, governance & profits, sustainable marketing, sustainable finance, sustainable procurement

Module 7 : Horizon 2030

Based on the history, objectives, and latest trends in the sustainability field, we can try to anticipate the evolution of this field until 2030 and its implications for today.

Skills - Market trends, financial trends, legal trends, socio-political trends, the world in 2030, changes in business mindset



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