

COURSE OUTLINE

(1) GENERAL

SCHOOL	ECONOMICS and BUSINESS ADMINISTRATION		
ACADEMIC UNIT/PARTICIPATING UNITS*	Department of Economics		
PARTICIPATING INSTITUTIONS**	-		
POSTGRADUATE PROGRAMME: TITLE OF POSTGRADUATE PROGRAMME	Innovative and Sustainable Entrepreneurship		
LEVEL OF STUDIES	Post-graduate		
COURSE CODE	KAE-05	SEMESTER	1 st
COURSE TITLE	Special Topics on Sustainable Entrepreneurship		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		3	6
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Specialized background.		
PREREQUISITE COURSES:	None.		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek with English terminology.		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No.		
COURSE WEBSITE (URL)	To be announced		

*Στην περίπτωση Διακρατικού, Διδρυματικού ή Διατμηματικού ΠΜΣ συμπληρώνονται όλα τα συμμετέχοντα Τμήματα και χαρακτηρίζεται σε παρένθεση το επισπεύδον, π.χ. Φυσικής (επισπεύδον)

**Συμπληρώνεται μόνο στην περίπτωση Διακρατικού ή Διδρυματικού ΠΜΣ

(2) LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong*

Learning and Appendix B

• *Guidelines for writing Learning Outcomes*

Upon successful completion of the course, students will be able to:

- Understand the role of Environmental Social Governance (ESG) and Corporate and Social Responsibility (CSR) indicators as a pillar of business sustainability strategy
- Define and differentiate between ESG and CSR and explain their importance in promoting corporate sustainability and social responsibility.
- Analyse, evaluate ESG metrics and benchmarks and interpret ESG reporting frameworks (e.g. GRI, SASB, TCFD) and critically evaluate a company's performance against these standards.
- Integrate ESG into corporate strategy and decision-making and formulate strategies that simultaneously address the twin transitions, i.e. green transition (climate neutrality, circular economy) and digital transition (technological innovation, data management).
- Be able to exploit basic entrepreneurship tools such as the Business Canvas tool to analyze existing business efforts with action in green entrepreneurship
- Acquire knowledge of existing digital technologies that can be used to develop sustainable business ideas and support environmental goals
- Analyze the action of real companies with sustainability through critical analysis of case studies

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology

Adapting to new situations

Decision-making

Working independently

Team work

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas

Project planning and management

Respect for difference and multiculturalism

Respect for the natural environment

Showing social, professional and ethical responsibility and sensitivity to gender issues

Criticism and self-criticism

Production of free, creative and inductive thinking

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Others...

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Search for, analysis and synthesis of data and information, with the use of the necessary technology, Adapting to new situations, Decision-making, Production of new research ideas, Respect for the natural environment, Criticism and self-criticism, Production of free, creative and inductive thinking.

(3) SYLLABUS

The course offers specialised knowledge on issues related to sustainable entrepreneurship. More specifically, the course covers the following topics: Introduction to ESG (Environmental Social Governance) concepts and Corporate Social Responsibility (CSR), their historical evolution and their role in modern business activities. The content will also cover the distinctions and overlaps between ESG and CSR. ESG measurement, standards and reporting. Exploring various global ESG standards, such as GRI (Global Reporting Initiative), SASB (Sustainability Accounting Standards Board) and TCFD (Task Force on Climate-related Financial Disclosures). Measuring sustainability performance. CSR in practice: case studies

and applications. European policy and sustainable development. The European Green Deal as a scaling-up strategy towards achieving carbon neutrality. Exploring the impact of European policies on sustainable development and understanding the key European policies that shape sustainable development and their impact on business. Challenges and opportunities for SMEs in adopting green technologies and navigating the twin transition to carbon neutrality. Digital transition and the European Framework - The Digital Compass 2030. Progress monitoring indicators. Digital transition and green transition at country and business level. Business strategy for the twin transitions, integrating sustainable practices (green economy) and digital innovation. Topics will include the role of renewable energy, sustainable product design, data-driven decision making and how digital tools can support environmental goals. Challenges and opportunities in ESG implementation. Discussions around common barriers to implementing ESG initiatives (e.g. costs, regulatory compliance, stakeholder pressure) and the opportunities created for innovation, competitive differentiation and risk management. Examples of digital technologies to meet environmental requirements, regulations and green business goals. Analysis of the tool "Business canvas" for its use to analyze the actions of existing and start-ups active in sustainable business. Case study analysis of real firms with green environmental impact. Case study analysis of real enterprises with business activities under the twin transition (digital and green transition).

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Distance Learning	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<ul style="list-style-type: none"> • Use of PowerPoint during lectures • Posting of educational material on the asynchronous e-learning platform in the course area • Provision of bibliographic references for study on the asynchronous tele-education platform at the course site • Posting of information of interest and announcements related to the course on the asynchronous e-learning platform in the classroom • Communication via e-mail/eclass • Utilisation of the Digital Platform Elevate Greece https://elevategreece.gov.gr/ and its Start-up Database with real examples of startups in Greece with a green and sustainable impact. 	
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well</i>	Activity	Semester workload
	Lectures (3 hours/week x 13 weeks)	39 hours
	Independent study	111 hours
	Course total (25 hours of workload per ECTS credit)	150 hours (total student workload)

as the hours of non-directed study according to the principles of the ECTS	
<p>STUDENT PERFORMANCE EVALUATION</p> <p><i>Description of the evaluation procedure</i></p> <p><i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i></p> <p><i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i></p>	<p>Lectures and examinations within the course are conducted in person exclusively. Student assessment is based on a written final examination in Greek with English terminology, where necessary, which may include multiple choice questions, short answer questions, solving exercises, interpretation of results and/or a combination of the above.</p>

(5) RECOMMENDED BIBLIOGRAPHY

- Suggested bibliography:

- Rasche, A., Morsing, M., & Moon, J. (Eds.). (2017). *Corporate social responsibility: Strategy, communication, governance*. Cambridge University Press.
- Crane, A., Matten, D., & Spence, L. (Eds.). (2014). *Corporate social responsibility: Readings and cases in a global context*. Routledge.
- Idowu, S. O., Schmidpeter, R., & Zu, L. (2013). [CSR, sustainability, ethics & governance](#). Springer Nature Switzerland.

- Related academic journals:

Related academic journals (Indicatively): Academy of Management Review (AMR), Academy of Management Journal (AMJ), Journal of Business Ethics, Strategic Management Journal, Business & Society, Organization Studies, Corporate Governance: An International Review, Journal of Management Studies, Organization & Environment, Corporate Social Responsibility and Environmental Management.