



Module Title		Bridging Economics and Management
Code	MCCf046	
Degree Programme	Master of Science – Circular Innovation and Sustainability	
ECTS Credits	6	
Workload	180 hours	
Module Coordinator	Name: <a href="#">Prof. Dr. René Reinald Schmidpeter</a> Phone: +41 (0) 31 848 58 98 Email: <a href="mailto:rene.schmidpeter@bfh.ch">rene.schmidpeter@bfh.ch</a> Address: BFH – Institute Sustainable Business Brückenstrasse 73, 3005 Bern	
Lecturers	-	
Entry Requirements	None	
Competencies upon Completion	After completing the module, students will be able to: <ul style="list-style-type: none"> <li>• understand the basic disciplines and concepts of economics and business administration;</li> <li>• understand the basic theoretical concepts and the current environmental and social challenges for our economies;</li> <li>• understand opportunities and challenges for business from a sustainability perspective;</li> <li>• critically reflect the current paradigm shift in management and economics towards sustainable business models;</li> <li>• be familiar with the basic management and economic concepts to discuss the development of businesses;</li> <li>• analyse current economic developments in terms of environmental, social, and economic impact;</li> <li>• understand how sustainable management differs from traditional management models;</li> <li>• appreciate traditional economic concepts as well as new economic models integrating sustainability into economic thinking.</li> </ul>	
Content	This module gives a broad introduction into economics and business administration as well as management from a sustainability perspective. The role of business in society will be intensively discussed from an economic perspective and latest models of sustainability economics (e.g., planetary boundaries, donut economy etc.) will be introduced. The theoretical and practical links between the macro perspective of economics and the micro perspective of management will be developed on the base of current global sustainability challenges (e.g., climate change, loss of biodiversity, social issues etc.). Thereby the paradigm shift in management from shareholder value to stakeholder theory in management will be discussed. As today's business activities are increasingly seen as embedded in society the ideas of purpose-driven, impact-oriented, and circular value creation will be high-lighted in the course.	

<b>Teaching and Learning Methods</b>	<ul style="list-style-type: none"> <li>• Contact teaching</li> <li>• Group exercises</li> <li>• Reading &amp; Discussion</li> <li>• Film and online material</li> <li>• Study work: “Creating an entrepreneurial solution for a global sustainability challenge”</li> </ul>
<b>Competency Assessment</b>	<p>Written assignment (100%) → Case study on a real-life sustainability challenge</p> <p>Students who receive an insufficient grade of 3.5, are given the opportunity to carry out a <i>subsequent improvement</i> of written assignments defined by the module coordinator. The maximum grade that can then be obtained is 4. This still counts as the first attempt.</p>
<b>Mode of Repetition</b>	<p>Should a student fail the module, they have one more attempt. They may either:</p> <ul style="list-style-type: none"> <li>• Submit a new assignment (100%), defined by the <i>Module Coordinator</i>, for the next resit examination session.</li> <li>• Repeat the full module next time it is offered.</li> </ul>
<b>Format</b>	4 lessons per week over 7 weeks
<b>Attendance</b>	Not mandatory
<b>Module Type</b>	Compulsory
<b>Timing of the Module</b>	Autumn Semester, Calendar Weeks 38 to 44
<b>Venue</b>	Onsite   Brückenstrasse 73, 3005 Bern
<b>Literature</b>	<ul style="list-style-type: none"> <li>• Sean Masaki Flynn (2018) <i>Economics For Dummies</i>, 3rd Edition</li> <li>• Colin Combe (2022) <i>Introduction to Global Sustainable Management</i></li> </ul> <p>Further state-of-the-art online material will be provided in due time!</p>
<b>Language</b>	English
<b>Links to Other Modules</b>	<ul style="list-style-type: none"> <li>• MCCf213 Circular Business Models</li> <li>• MCCf233 Social Entrepreneurship</li> <li>• MCCf343 Corporate Social Responsibility</li> </ul>
<b>Last Update</b>	June 2024