# Syllabus – Elective Course

Course title:

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| **Sustainability in Action: Rethinking Business, Cities, and Daily Life** |

Credits:

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|---|
| 4 ECTS credits |

Teaching language:

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| English |

Target students:

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| This course is designed for undergraduate students from any discipline who are interested in sustainability, responsible business, and global challenges. Students from all majors are welcome. The course benefits those who enjoy interactive learning, group projects, and real-world case studies. |

Teacher in charge of the course:

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| Anne-Sophie Gougeon |

## COURSE PRESENTATION

Prerequisite:

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| No prior knowledge of economics, sustainability, or business is required. Students should come with curiosity, an open mind, and a willingness to engage in discussions, group activities, and hands-on exercises. Therefore, students must be able to read, write and speak English. |

Content:

This is an explanatory course that introduces and discusses a variety of topics related to sustainable development. Students will engage with accessible readings, videos, and real-world examples to become aware of current debates and challenges in sustainability today. How are the challenges of sustainable development changing business, lifestyles, cities, products, and the narratives of the future?

This course will provide students with an overview of the key concepts, practices, and debates in sustainable development, with a focus on both global and local perspectives. Students will explore how sustainability is shaping economic, social, and environmental decisions across sectors and scales.

Topics to be covered will normally include:

- The meaning and dimensions of sustainability.
- Current global sustainability challenges and why the world is not yet sustainable.
- The role of business as a force for positive change.
- Sustainable cities and everyday life.
- Distinguishing real change from greenwashing.
- Circular economy and strategies to minimize waste.
- Inequality, climate justice, and the social dimensions of sustainability.
- Envisioning sustainable futures and exploring solutions for individuals, businesses, and societies.

Learning Outcomes:

At the end of the course, students should be able to:

- Understand key concepts and debates in sustainable development – including environmental, social, and economic dimensions.
- Analyze real-world sustainability challenges in business, cities, products, and lifestyles.
- Critically evaluate sustainability initiatives and distinguish genuine impact from greenwashing.
- Apply sustainability principles in practical, creative ways through case studies and group projects.
- Communicate insights and solutions effectively, both orally and visually, to peers from diverse backgrounds.
- Reflect on the role of individuals, organizations, and governments in shaping sustainable futures.

## WORKLOAD

*French contact hours = 60 minutes (in some countries/institutions, 1 contact hour = 45-50 minutes)*

| Form | Number of hours | Comments |
|---|---|---|
| Face-to-face, in-class, on-site learning | 24 hours | 8 sessions of 3 hours |
| Approximate personal work/homework | 20 hours | • Preparing for weekly quizzes based on readings, videos, or concepts from the previous session.<br>• Researching and preparing their case study presentations. |
| Student total workload | 44 hours | |

## EDUCATIONAL METHODS

Lectures, discussions and debates, case study presentations, multimedia resources.

## RESOURCES

All course materials will be supplied in class. References may be made to the following resources:

**Books / Readings (selected excerpts):**

- Krznaric, Roman. The Good Ancestor: How to Think Long Term in a Short-Term World.
- Raworth, Kate. Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist.
- Montgomery, Charles. Happy City.
- All We Can Save.

**Videos / Multimedia:**

- The Story of Stuff.
- Ellen MacArthur Foundation: The Circular Economy Explained.
- Climate Justice Explained in 5 Min.
- TED Talks on sustainable business, cities, or climate action.

**Websites/Online Resources:**

- Global Footprint Network (https://www.footprintnetwork.org).

- United Nations Sustainable Development Goals (https://sdgs.un.org/goals).
- B Corp Directory (https://bcorporation.net/).

## ASSESSMENT

| Form | Number | Comments |
|---|---|---|
| **Continuous assessment** (40%) | 1 | 1 group project. Lecturer will provide case study suggestions for the students to choose from. |
| **Final exam MCQ** (40%) | 1 | Examination covering all aspects of the course. |
| **Other (small quizzes)** (20%) | 1 | Attendance, participation, and contribution to group discussion. |

*This syllabus is based on information available at the time of publication (November 2027). Changes may occur.*

*For updated information about course content, please contact us: lilleprograms@univ-catholille.fr*