

CREATING SUSTAINABLE, INNOVATIVE & DIGITAL BUSINESS MODELS



COURSE LEADER	<p>Alain Brouhard former C-suite Executive, with 35 years of international business experiences and strong track record on people leadership, sustainable growth, business turnaround & digital transformation in P&G, Adidas & Coca-Cola.</p> <p>His leadership roles have included European Sales Director & Global Customer Team Leader at P&G, Commercial SVP & Regional CEO at Adidas, and Regional CEO, Category Managing Director and Group CIO at Coca-Cola HBC.</p>
COURSE DESCRIPTION	<p>Using academic content and hands-on business experiences, the students will be able to capture the meaning of sustainable, innovative and digital business models.</p> <p>They will be able to experience and practice on real business cases the frameworks of “sustainable business model - innovation” and “digital business strategy”.</p> <p>Students will not become green, innovation or tech geeks but will be able to connect the dots between sustainability, innovation and technology, for the benefit of the business, the community and the planet.</p>
COURSE OBJECTIVES	<ol style="list-style-type: none"> 1. Understand the critical impact of sustainability on the business, the community and the planet. 2. Provide frameworks on “sustainable business model – innovation” and on “digital business strategy” to properly apprehend the criticality and operationability of sustainable, innovative and digital business models. 3. Practice those frameworks, at the service of a business or a cause.
COURSE TOPICS	<ul style="list-style-type: none"> • State of Sustainability – the problem to address • ESG (Environment, Social & Governance) Business Drivers • “Sustainable Business Model – Innovation” (SBM-I) Framework and Examples • Digital Business Strategy Framework and Examples • GreenTech & Circular Economy – the solutions to implement
LEARNING METHODS	<p>Combination of academic presentation, classroom instructions, hands-on business examples & experiences, book reviews and case studies.</p> <p>Course to be delivered physically on-campus and/or online via Blackboard Collaborate.</p> <p>Program conducted in English and in small class size.</p>
ASSIGNMENTS	<p>Participation in Group Work and Individual Assignment, supported by a case study.</p>
EVALUATION	<p>50% Group Work + 50% Individual Assignment – pitch format</p>
BIBLIOGRAPHY / COURSE MATERIAL	<p>Business Case:</p> <ul style="list-style-type: none"> • “Gray to Green Transition – the Sustainability Journey of Dalmia Cement” by Harvard Business Review <p>Bibliography / Documentaries:</p> <ul style="list-style-type: none"> • “How to Avoid a Climate Disaster” by Bill Gates • “A Life on our Planet” by Sir David Attenborough • “Our Planet” series on Netflix • “The Circular Economy: a User’s Guide” by Walter Stahel
NUMBER OF CREDITS	<p>4 ECTS credits</p>