

2nd Transatlantic Symposium on Sustainable Development in Higher Education

Shaping future-oriented managers: integrating sustainability competences into the business economics curriculum

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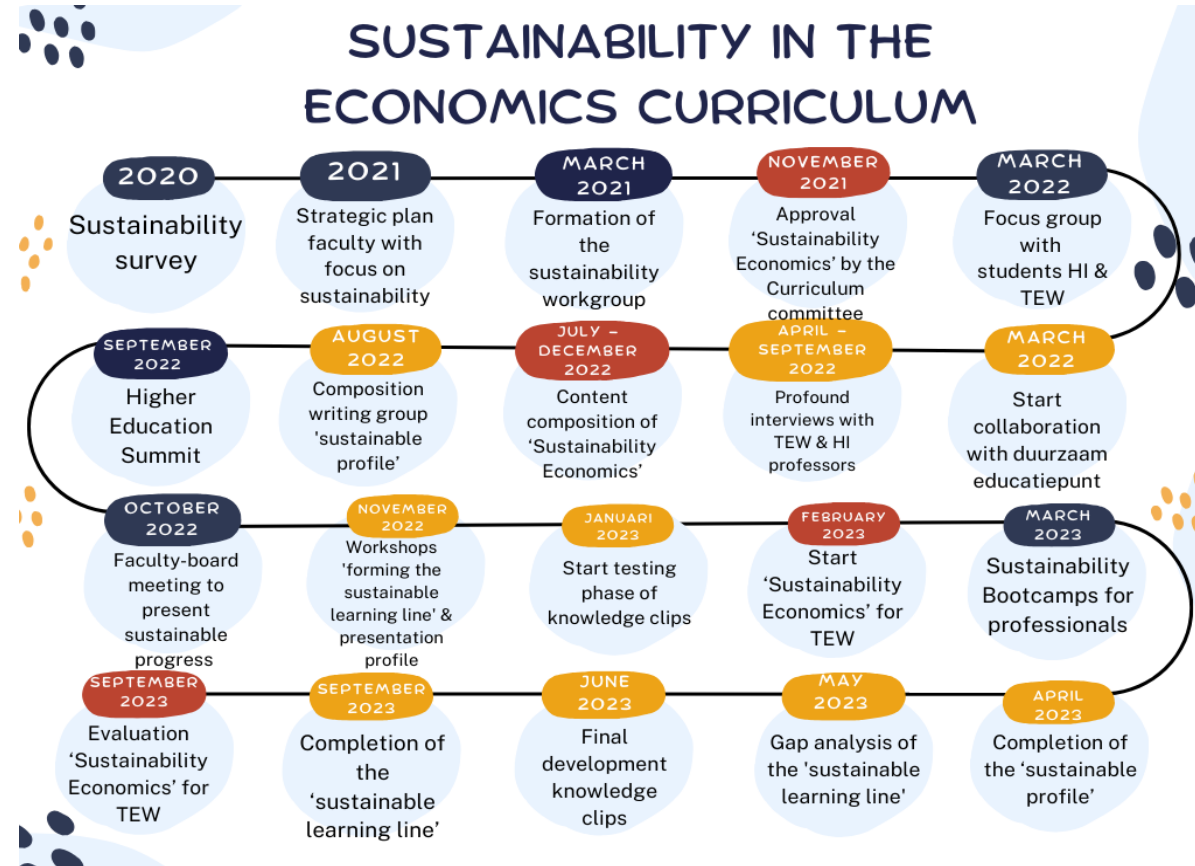
10 - 11.10.2024 (Thu- Fri)

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OUTLINE

1. Timeframe: sustainability in the economics curriculum at VUB
2. Context and approach of the project
3. Profile of a future-proof business economist
4. Implementation in a learning line for sustainability

1. TIMEFRAME



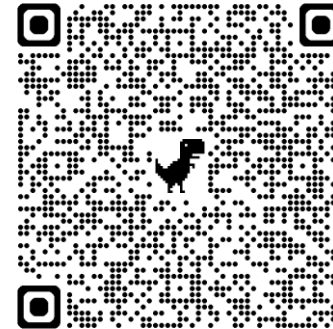
2. CONTEXT AND APPROACH

- Reform of the curricula for the academic bachelor and master programmes of
 - Business Economics (180 + 60 ECTS)
 - Business Engineering (180 + 120 ECTS)at the Faculty of Social Sciences and Solvay Business School
(Vrije Universiteit Brussel)
- Collaboration with
 - Duurzaam Educatiepunt (Flemish Government)
 - Brussels Research Institute for Teacher Education

3. A FUTURE-PROOF BUSINESS ECONOMIST

1. deploys business knowledge in a targeted way for sustainable development;
2. uses the planetary and social boundaries as a compass;
3. follows (inter)national sustainability frameworks;
4. is a systems thinker;
5. thinks of the long run;
6. exhibits regenerative leadership;
7. takes a pluralistic view of the economy;
8. reports transparently on sustainability efforts;
9. is an entrepreneur with a multiple mission;
10. explores new business models in the circular and biobased economy;
11. is an inclusive entrepreneur;
12. can develop policy instruments to embed sustainability within organisations.

Downloadable
interactive
report
(in Dutch)



3. A FUTURE-PROOF BUSINESS ECONOMIST

- 1. deploys business knowledge in a targeted way for sustainable development;**
 - General economics, business sciences
 - Sustainability (1) here and now and (2) in the long run
- 2. uses the planetary and social boundaries as a compass;**
 - Ecological and social sustainability
 - Sustainability as a 'reflex'
 - Develop personal vision of sustainability



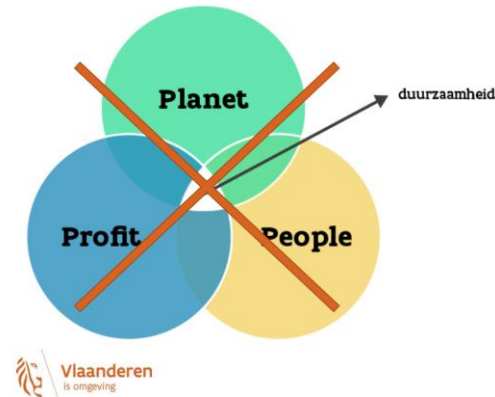
3. A FUTURE-PROOF BUSINESS ECONOMIST

3. follows (inter)national sustainability frameworks;

- E.g. Green Deal, CSRD, ...
- Critical reflection on those frameworks

4. is a systems thinker;

- Complexity and uncertainty
- Double materiality
- Embedded economy (instead of triple P)



3. A FUTURE-PROOF BUSINESS ECONOMIST

5. thinks of the long run;

- Anticipatory competence
- Companies that opt for sustainability
 - Do not do worse financially
 - Are more resilient in times of crisis

6. exhibits regenerative leadership;

- Individual level: inner development
- Organisational level: managing change
- Value chain level: working together globally and locally



3. A FUTURE-PROOF BUSINESS ECONOMIST

7. takes a pluralistic view of the economy;

- Beyond mainstream neoclassical paradigm
- Including behavioral economics, ecological economics, feminist economics, ...

8. reports transparently on sustainability efforts;

- ESG reporting and life cycle analysis
- The value of labels (e.g. B Corp)
- The role of AI in reporting



3. A FUTURE-PROOF BUSINESS ECONOMIST

9. is an entrepreneur with a multiple mission;

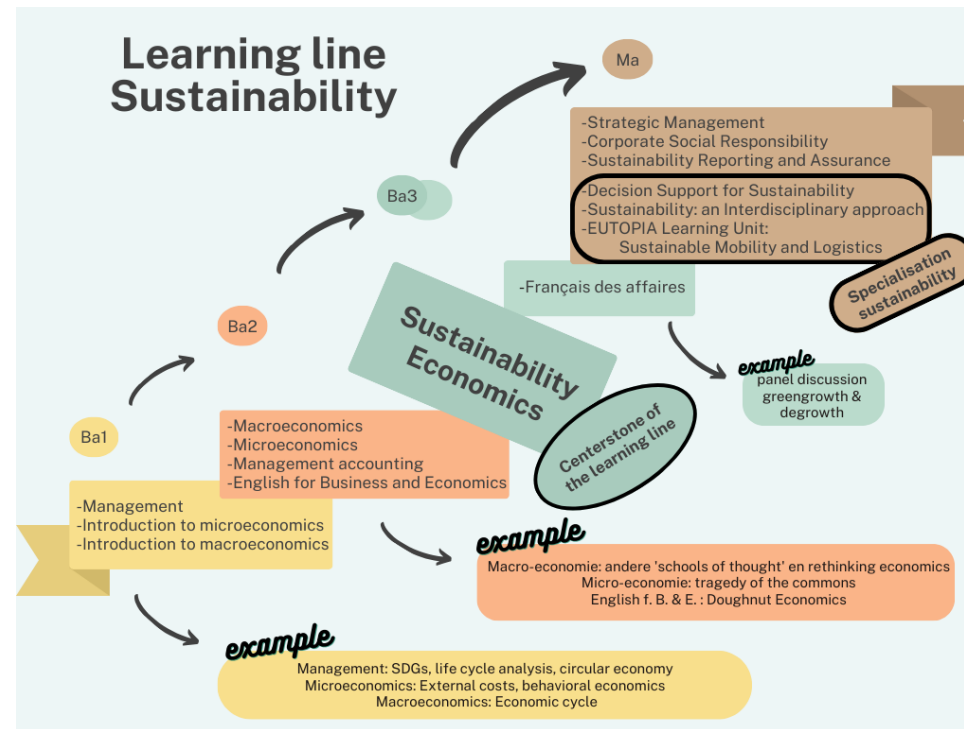
- Purpose-driven
- Multiple values creation

10. explores new business models in the circular and biobased economy;

- Cross-linking with social economy
- Product service systems
- Templates (e.g. Flourishing Business Canvas)



4. IMPLEMENTATION IN A LEARNING LINE



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THANK YOU FOR YOUR ATTENTION!

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