

Managing Sustainable Business Development in the Raw Materials Industry (I002886)

Course size *(nominal values; actual values may depend on programme)*

Credits 10.0

Study time 300 h

Course offerings in academic year 2023-2024

A (semester 1)

English

Gent

Lecturers in academic year 2023-2024

Lindström, Göran

UPPSAL01 lecturer-in-charge

Larsson, Magnus

UPPSAL01 co-lecturer

Offered in the following programmes in 2023-2024

[International Master of Science in Sustainable and Innovative Natural Resource Management](#)

crdts

10

offering

A

Teaching languages

English

Keywords

Position of the course

Contents

Sustainability and manage sustainable development in the raw materials industry. Models for cooperation with strategic partners e.g. authorities, organizations and other companies (suppliers, customers and competitors) for sustainable industry development. Strategies to select and engage customers and staff for sustainable entrepreneurship and business development. Tools and methods to analyse and develop companies. Customer analyses, market segmentation as a basis for target group definition, selection and positioning in new ventures and young (small) companies. Market communication, pricing, and sales, reporting and analysing results as a basis for managing and developing companies in the raw materials industry. Different perspectives on values and value creation for sustainable entrepreneurship. Ethical perspectives on sustainable production of products and services. CSR strategies and their role in the strategic development of companies. Business law and insurance issues for companies in the raw materials industry.

Initial competences

150 credits, which of 90 credits in science/technology. Innovation Management and Entrepreneurship. Participation in Introduction to Entrepreneurship in the Raw Materials Industry. Proficiency in English equivalent to the Swedish upper secondary course English 6.

Final competences

- 1 On completion of the course the student shall be able to critically reason on different perspectives of values and value creation, especially from ethical and sustainability perspectives
- 2 critically discuss how entrepreneurship in the raw material industry can contribute to sustainable development in society at large
- 3 analyse external conditions for sustainable entrepreneurship (esp. in the raw materials industry), and suggest strategies to identify, implement and elaborate new business ideas based on such analyses and insights
- 4 critically reason on different approaches towards sustainable strategic business development, as well as how this business development can be undertaken and

- financed in different types of new ventures
- 5 discuss and suggest how existing raw materials companies can construct systems and procedures to systematically monitor business results and external data for strategic sustainable business development

Conditions for credit contract

This course unit cannot be taken via a credit contract

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Lecture

Extra information on the teaching methods

Lectures, guest lectures, seminars and supervision of project work.

Learning materials and price**References****Course content-related study coaching****Assessment moments****Examination methods in case of periodic assessment during the first examination period**

Oral assessment, Written assessment, Assignment

Examination methods in case of periodic assessment during the second examination period

Oral assessment, Written assessment, Assignment

Examination methods in case of permanent assessment**Possibilities of retake in case of permanent assessment**

examination during the second examination period is possible in modified form

Extra information on the examination methods

Written exam (4 credits). Assignments, seminars and written and oral presentation of project work (6 credits).

If there are special reasons for doing so, an examiner may make an exception from the method of assessment indicated and allow a student to be assessed by another method. An example of special reasons might be a certificate regarding special pedagogical support from the disability coordinator of the university.

Calculation of the examination mark