

**COURSE DATA****Data Subject**

Code	33114
Name	Environment management in businesses
Cycle	Grade
ECTS Credits	6.0
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. year	Period
1104 - Degree in Environmental Sciences	Faculty of Biological Sciences	4	First term

Subject-matter

Degree	Subject-matter	Character
1104 - Degree in Environmental Sciences	182 - Environmental management in the company	Optional

Coordination

Name	Department
ORTEGA COLOMER, FRANCISCO JAVIER	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

Environmental Strategic Management (GAE) (6.0 ECTS) is a course of an optional module in the Degree in Environmental Sciences. Taught in the first semester of the fourth year as part of the thematic block "Environmental Management and Technology" (30 ECTS), the course is related to the compulsory subject "Environmental Management Systems" (third year).

GAE aims to provide students of Environmental Science with an insight into the reality of management and to define a reference framework for the connection between decision making in business and the environment. Thus, the student will be able to identify and analyze the impacts and alternatives of firm behavior in its natural environment.

Moreover, the subject tries to convey students to the definition and implementation of structures and strategies to reconcile their knowledge and potential contributions as environmental students with the needs and demands of companies.



Finally, we intend to extend aspects of environmental management with a focus on Corporate Social Responsibility and sustainability reports.

To achieve these objectives, the main contents of the course are:

- Basics of management (first part).
- Corporate, competitive, functional and operations environmental strategies (second and third).
- Corporate social responsibility: stakeholders and sustainability reports (fourth).

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

There are no specified enrollment restrictions with other subjects of the curriculum.

OUTCOMES

1104 - Degree in Environmental Sciences

- Capacidad de diseñar estrategias empresariales que permitan integrar de forma transversal la dimensión ambiental en la gestión empresarial.
- Capacidad de elaborar memorias de sostenibilidad para organizaciones.

LEARNING OUTCOMES

Basic knowledge of business management.

Command of the main tools and techniques of formulating and implementing business strategies that enable to cross-integrate the environmental dimension in business management.

Knowledge of the methodology for the preparation of sustainability reports for organizations.

DESCRIPTION OF CONTENTS



1. THE BUSINESS ORGANIZATION

- 1.1. The business organization: concept
- 1.2. The business organization: components.
- 1.3. Types of business organizations.
- 1.4. Functional areas.

2. THE BUSINESS MANAGER

- 2.1. Business ownership vs. management: types of business people.
- 2.2. The manager and the management.
- 2.3. The manager: roles of management.
- 2.4. The manager: traits.
- 2.5. The managers: levels of management.

3. THE BUSINESS ENVIRONMENT

- 3.1. Dimensions of the business environment.
- 3.2. General environment.
- 3.3. Competitive environment.

4. MANAGEMENT: DECISION MAKING PROCESS

- 4.1. The decision-making process
- 4.2. Types of decisions.
- 4.3. The management process: planning and controlling.
- 4.4. The management process: business organizing.

5. STRATEGIC MANAGEMENT

- 5.1. Introduction to the strategic management process.
- 5.2. Strategy: concepts and levels.
- 5.3. The strategic management process.

6. THE BUSINESS ORGANIZATION AND THE ENVIRONMENT

- 6.1. Environmental issues in society.
- 6.2. The international search for viable ways in environmental issues.
- 6.3. The situation in the European Union.
- 6.4. The situation in Spain.
- 6.5. Frameworks for the company's relationship with the environment.



7. CORPORATE STRATEGY AND ENVIRONMENT

- 7.1. Corporate strategies.
- 7.2. Corporate environmental strategy.
- 7.3. The environmental sector.

8. COMPETITIVE STRATEGY AND ENVIRONMENT

- 8.1. Competitive strategy in the business unit
- 8.2. Formulation and integration of competitive environmental strategy.
- 8.3. Strategic alternatives.
- 8.4. Environmental strategy selection.
- 8.5. Implementing competitive environmental strategies.

9. OPERATIONS STRATEGY AND ENVIRONMENT

- 9.1. The operations strategy.
- 9.2. Environmental management systems.
- 9.3. Environmental management tools.

10. MARKETING AND ENVIRONMENT

- 10.1. Basic marketing concepts.
- 10.2. Ecological products.
- 10.3. Green pricing.
- 10.4. Green promotion.
- 10.5. Green logistics.

11. OPERATIONS AND ENVIRONMENT

- 11.1. Basic operations concepts.
- 11.2. Environment and operational objectives.
- 11.3. Environment and operational decisions making.
- 11.4. Integrated logistics.

12. R&D (CHANGE AND INNOVATION) AND ENVIRONMENT

- 12.1. Basic R+D concepts.
- 12.2. Environmental technologies.
- 12.3. Environmental technology acquisition.
- 12.4. Environmental R&D.
- 12.5. Environmental technology alliances.

**13. FINANCE AND ENVIRONMENT**

- 13.1. Basic financial concepts.
- 13.2. Funding sources for environmental projects.
- 13.3. Financial instruments.
- 13.4. Ethical, ecological and solidarity funds. Sustainability indexes.

14. HUMAN RESOURCES AND ENVIRONMENT

- 14.1. Basic HRM concepts.
- 14.2. Human Resource Functions and environment.
- 14.3. New jobs in environmental fields.

15. CORPORATE SOCIAL RESPONSIBILITY

- 15.1. The social impact of business.
- 15.2. Legal, ethical and stakeholders. Towards good governance.
- 15.3. Transparency: governmental and voluntary initiatives.
- 15.4. Standardization in CSR.

16. SUSTAINABILITY REPORTING GUIDELINES: GRI

- 16.1. Sustainability Reporting Guidelines: Global Reporting Initiative (GRI).
- 16.2. Development process: Defining Report Content, Quality, and Boundary.
- 16.3. Development process: Standard Disclosures.
- 16.4. The GRI application level check and external assurance.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	36,00	100
Classroom practices	15,00	100
Computer classroom practice	6,00	100
Tutorials	3,00	100
Attendance at events and external activities	5,00	0
Development of group work	20,00	0
Development of individual work	10,00	0
Study and independent work	30,00	0
Readings supplementary material	10,00	0
Preparing lectures	5,00	0
Resolution of case studies	10,00	0



TOTAL	150,00
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TEACHING METHODOLOGY

Theory: Exhibition methods. Study of basic and complementary bibliography (readings, news releases, statistics, etc.).

Practice: Participatory, collective and collaborative learning methods. Case study method. Reporting. Exhibitions. Review of texts. Discussion of films. Finding information on the internet.

Tutorials: Monitoring group work. Reinforcement of the contents of the subject.

EVALUATION

The evaluation of the course is based on:

- 50% of the overall grade is derived from the assessment of knowledge acquired through an exam.
- 50% will be achieved through the completion and submission of the proposed exercises and by the attendance and active participation at the practical sessions.

The student will pass the course when the exam note is equal to or greater than 4 (ranged to 10) and weighted average note is equal to or greater than 5 (ranged to 10).

To request the advancement of call for this subject student must take into account that it shall have completed the mandatory activities indicated in the programme guide of the subject. In the case of continuous evaluation activities, attendance at classes and the elaboration of practical work are essential requirements.

REFERENCES

Basic

- Aragón Correa, J.A. (1998): Empresa y medio ambiente: Gestión estratégica de las oportunidades medioambientales, Comares, Granada.
- Del Brío González, J.A. y Junquera Cimadevilla, B. (2000): Medio ambiente y empresa: De la confrontación a la oportunidad, Cívitas, Madrid.
- Iborra, M.; Dasí, A.; Dolz, C. y Ferrer, C. (2006): Fundamentos de Dirección de Empresas. Conceptos y habilidades directivas. Ed. Thomson, Madrid
- Johnson, G; Scholes, K. y Whittington (2010): Fundamentos de estrategia. Perason Educación, Madrid.
- www.globalreporting.org



Additional

- Aragón Correa, J.A. (2002): La influencia de los aspectos medioambientales en los planteamientos estratégicos de la empresa: Hacia una perspectiva de capacidades dinámicas. A Morcillo, P. y Fernández Aguado, J., coord. (2002): Nuevas claves para la dirección estratégica, Ariel, Barcelona.
- Calomarde, J.V. (2000): Marketing ecológico, Pirámide Esic, Madrid.
- Camisón, C y Dalmau, J.I., (coord) (2009): Introducción a los negocios y su gestión, Perason Educación, Madrid.
- Claver, E., Molina, J.F. y Tarí, J.J. (2011). Gestión de la calidad y gestión medioambiental: fundamentos, herramientas, normas ISO y relaciones. Madrid: Pirámide.
- Durán, G. (2007): Empresa y medio ambiente. Políticas de Gestión Ambiental, Pirámide, Madrid.
- Generalitat Valenciana (2000). Las buenas prácticas medioambientales. Generalitat Valenciana, Conselleria de Medi Ambient. València.
- GRI (2006): En cinc passos. Guia per a comunicar polítiques de responsabilitat social corporativa en pimes. GRI.
- Hopfenbeck, W. (1993): Dirección y marketing ecológicos: Conceptos, instrumentos y ejemplos prácticos, Ediciones Deusto, Bilbao (traducción del original Umweltorientiertes, management und marketing: Konzepte, instrumente, praxibeispiele, Verlag Moderne Industrie AG&Co).
- <http://www.fundacionentorno.org/>
- Johnson, G. y Scholes, K. (2001): Dirección estratégica. Prentice Hall, 5ª edición, Madrid (traducción del original: Exploring Corporate strategy, 5ª edición, 1999, Prentice Hall Simon & Schuster).
- Menguzzato, M. y Renau, J.J. (1991): La Dirección Estratégica de la Empresa. Un enfoque innovador del management. Editorial Ariel, Barcelona.
- Robbins, S. P. y Coulter, M. (2010). Administración (10ª edición). México: Pearson Educación.
- Rodríguez, M.A.; Ricart, J.E.; Sánchez, P. y Ventoso, L. (2006). La empresa sostenible: aprendiendo de los líderes del Índice Dow Jones de Sostenibilidad. Fundación BBVA.