

**COURSE DATA****DATA SUBJECT****Code:** 33114**Name:** Environment management in businesses**Cycle:** Undergraduate Studies**ECTS Credits:** 6**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
1104 - Degree in Environmental Sciences	Facultat de Ciències Biològiques	4	First quarter

**SUBJECT-MATTER**

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

**COORDINATION**

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**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.

## COMPETENCES / LEARNING 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.

## 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.

- 2.1. 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. THE BUSINESS MANAGER

- 2.1. Business ownership vs. management: types of business people.
- 2.2. The manager and the management.
- 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

### PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	3,00
Theory	36,00
Computer classroom practice	6,00
Classroom practices	15,00
<b>Total hours</b>	<b>60,00</b>

### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	5,00
Individual or group project	30,00
Independent study and work	40,00
Preparation of lessons	5,00
Preparation for assessment activities	0,00
Resolution of case studies	10,00
<b>Total hours</b>	<b>90,00</b>

## 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.

## USE OF ARTIFICIAL INTELLIGENCE.

The use of Artificial Intelligence, and any other similar tools, will be permitted in both classroom and independent work, provided that the student includes a responsible use statement with each task, specifying how the AI has been used, the source, and which parts of the work have been affected.

## REFERENCES

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- GRI (2006): En cinc passos. Guia per a comunicar polítiques de responsabilitat social corporativa en pimes. GRI.
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