

## Seminar Sustainability Management Winter Semester 2024/25

Welcome to this year's course on "*Firms' Climate Strategies*"! In today's rapidly changing world, climate change poses significant challenges to the business landscape. It is imperative for firms to not only react and adapt to these challenges but also actively contribute to a decarbonized and more resilient economy. As part of this course, we will delve into the realm of strategy advisory with a strong emphasis on sustainability. Our goal is to assist firms across diverse industries, such as food and automotive, in identifying risks, seizing opportunities, and implementing best practices on their journey towards sustainable transformation. The empirical evidence you will generate throughout the course is based on in-depth quantitative assessments drawing on firm-specific data coming from the Carbon Disclosure Project ([CDP](#)).

To set the tone for our exploration, we turn to the words of H. Henriksson, former CEO of Scania and current CEO of H2 Green Steel: "There is no 'sustainability' strategy – there are only 'sustainable strategies' and 'failed strategies'. Without sustainability at the core of your strategy, you will become irrelevant: nobody will invest in you (capital markets), nobody will buy your products (customer needs, business models), and nobody is going to work for you (talent)." This quote underscores the criticality of integrating sustainability into every facet of a firm's strategy.

Throughout this course, we will examine the multifaceted dimensions of firms' climate strategies, considering the complex interplay between environmental responsibility, societal expectations, and economic viability. By analyzing real-world data and engaging in interactive discussions, we will navigate the evolving landscape of sustainable business practices.

By the end of this course, you will not only gain a deep understanding of the challenges and opportunities posed by climate change but also develop the skills and knowledge necessary to guide firms towards sustainable success. Together, we aim to embark on a transformative journey towards building a future where businesses thrive economically while simultaneously safeguarding our planet and society.

## Course Prerequisites and Grading

- Attendance at the kick-off event is mandatory for successful completion of the seminar. During this event, you will not only receive important information about the course but also begin working on the various topics. Please remember to bring your laptop!
- This course is highly interactive, requiring full commitment to individual and group work on assigned topics and questions. Your group members and fellow students rely on your support! Therefore, starting from the 28<sup>th</sup> of October when groups have been assigned, cancellation of course participation will no longer be allowed. Withdrawing from the course after the 28<sup>th</sup> of October will result in an official course failure.
- There will be several scheduled meetings, as outlined below, and your attendance is expected unless otherwise specified. Please ensure that you plan your schedule accordingly and inform me at the beginning of the course if there are any scheduling conflicts with other classes.
- Based on the applicable examination regulations, the overall grade will be determined by the following components:
  - a) Term paper
  - b) Final presentation

## Important Dates

Deadline for course registration	20.10.2024	Marvin
Kick-off and assignments of topics	23.10.2024	10:00-12:00 AP2
Deadline for cancellation of course participation in Marvin	26.10.2024	Marvin
Assignment of groups	28.10.2024	Notification via ILIAS
Individual Discussion of Project Outlines	tbd	Meeting room of SUMA research group
Final presentations	17.01.2024 & 24.01.2024	09:00-18:00 12:00-18:00 Dekanatssitzungszimmer
Submission of term paper	31.01.2024	Submission via ILIAS