



Course and Examination Fact Sheet: Spring Semester 2025

8,027: Sustainable Corporate Strategies and Solutions

ECTS credits: 3

Overview examination/s

(binding regulations see below)

decentral - Active participation, Analog, Individual work individual grade (20%)

Examination time: Term time

decentral - Written work, Digital, Individual work individual grade (40%)

Examination time: Term time

decentral - Presentation, Analog, Group work group grade (40%)

Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer

[8,027,1.00 Sustainable Corporate Strategies and Solutions](#) -- English -- [Vuichard Pascal](#)

Course information

Course prerequisites

None.

Learning objectives

Upon the completion of this course, students will be able to:

1. Identify emerging trends and opportunities within the greentech landscape and apply strategic frameworks to drive innovation and adoption of sustainable technologies within businesses.
2. Critically evaluate the environmental, social, and economic impacts of greentech solutions and reflect on how corporate decisions influence the net zero transition.
3. Analyze and understand consumer behavior to enable the development of scalable and effective greentech solutions that align with sustainable corporate strategies.
3. Apply strategic tools for assessing the impact of climate change on firms, consumers and financial markets for developing successful corporate strategies to hedge against climate risk and embrace low-carbon business opportunities.

Course content

Climate change stands as the most pressing challenge of our time, with far-reaching implications for today and tomorrow. While businesses play a significant role in contributing to climate change, they also suffer from its consequences. Yet, amidst these challenges, acting on climate change presents great business opportunities.

This course offers a comprehensive, interactive, and multi-disciplinary exploration of the threats, challenges, and opportunities that await on the path to achieving Net Zero. With decarbonization emerging as a new economic engine, companies that embrace bold and innovative action stand to unlock substantial opportunities. Throughout the course, participants will delve into various aspects crucial for corporates embarking on their journey towards Net Zero. From understanding regulatory frameworks to identifying the commercial and environmental business case of low-carbon solutions, every angle will be thoroughly examined.



By joining this course, you will gain important insights into the business case for adopting low-carbon solutions and acquire essential management tools needed to lead the charge for change. Join us and position yourself at the forefront of this transformative journey.

Course structure and indications of the learning and teaching design

This course is for you if:

- 1. You want understand the role climate change has on every company's and professional's role today;
- 2. You want to explore real-world innovation and design strategies that can enhance long-term organizational and professional resilience;
- 3. You want to understand how to change business models for long-term value, and drive change toward a net zero future.

Below, a more detailed overview of the different topics covered throughout the course:

Topics
<p>Session 1: Introduction & Science of Climate Change</p> <ul style="list-style-type: none">• Welcome and course introduction• The science of climate change and why we need to get to Net Zero• Why is it so difficult to solve the climate problem?
<p>Session 2&3: Collaborating and Leading a Net Zero Transition</p> <ul style="list-style-type: none">• Discover the importance of policy and partnership in moving beyond business as usual• The regulators response to climate change and a closer look at the role of policy in driving innovation• Types, objectives & mechanisms of climate policies
<p>Session 4&5: The Journey towards Net Zero</p> <ul style="list-style-type: none">• Reimagine a more prosperous, net zero world and envision the milestones to get there• What drives companies to take action on climate change?• A detailed look at corporate Net Zero strategies



Session 6&7: The Low-Carbon Solutions at Hand

- The greentech solutions landscape
- How do we scale greentech solutions faster?
- What are the upcoming innovations in key high-emission sectors?
- Where are the greentech solutions coming from?
- What are the remaining challenges?

Session 8: Decarbonization Success Stories

- Explore successful examples in moving from a carbon-intensive to a net zero business model
- Guest speaker: a decarbonization success story

Session 9: The Role of Nature-Based Solutions

- Nature as the key to solving climate change and getting to Net Zero: Nature capital
- Business model innovation for nature-based solutions
- Making nature-based solutions bankable
- The role of carbon markets

Session 10: The Role of the Consumer: Behaviour & Nudging

- Can consumer behaviour save the Planet?
- Low-carbon consumer behaviour
- Green nudges & social norms

Session 11 & 12: Greentech Innovation Investor Presentations, Reflections & Next Frontiers

- Greentech Innovation Investor pitch presentations
- Outlook onto next frontiers and course-wrap-up

Course literature

Selected reading materials will be uploaded to the canvas platform.

Additional course information

--

Examination information



Examination sub part/s

1. Examination sub part (1/3)

Examination modalities

Examination type	Active participation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Synchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	20%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

Active participation during the sessions

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

--

2. Examination sub part (2/3)

Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Individual work individual grade
Weighting	40%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

--

Examination-aid rule

Free aids provision



Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

--

3. Examination sub part (3/3)

Examination modalities

Examination type	Presentation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Group work group grade
Weighting	40%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

Greentech Innovation Investor Pitch Presentation

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

--

Examination content

Throughout the semester, students will collaborate in teams to create a Greentech Innovation Investor Pitch. Each team will select an industry and choose either an existing company or a fictional one as the focus of their pitch, which will be presented to senior management. The pitch will evaluate the commercial and environmental benefits of the selected greentech innovation, explore strategies for scaling it within the chosen company, and identify potential risks along with mitigation strategies. (Part I: 40%)

Apart from the presentation and in-class discussions (Part II: 20% Active Participation), students will reflect on the learnings and discussions in class on the overall topic of how businesses can accelerate their efforts on the journey to Net Zero by writing a learning reflection paper. The learning reflection paper (2-3 pages) is an individual examination (Part III; 40% of the grade).

Examination relevant literature

Selected reading materials will be uploaded to the Canvas platform.



Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 13 (Monday, 25 March 2025) are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 23 January 2025);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 17 March 2025);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 14 (Monday, 31 March 2025);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before ending with de-registration period in CW 15 (Monday, 07 April 2025).