



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Business Strategy and Advanced Corporate Finance for Sustainability

2526-1-F7603Q002

Aims

In 1987, the UN World Commission on Environment and Development defined “sustainable development” as the “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. Since then, this concept has gained widespread endorsement as a viable paradigm to address the most pressing challenges of modern society, ranging from global warming and environmental degradation to social inequalities and human rights protection. How has the notion of sustainable development entered the business world, shaping strategies, operations, governance, and corporate finance? How are organizations balancing the pursuit of economic prosperity with societal well-being and environmental protection? What progress has been made, and what challenges have emerged?

To address these questions, the course examines the implications of “sustainable development” for business strategy, management, corporate governance and finance, to shed light on the role of business in orienting production and consumption patterns toward a more environmentally and socially sustainable economy. Specifically, the course is structured into two integrated modules:

- **Business Strategy for Sustainability** – The module introduces students to the strategic challenges and opportunities that sustainability poses for contemporary business. It begins by framing key concepts of strategic management, alongside policy frameworks and treaties defining sustainable development, situating business strategy within planetary boundaries. The course then examines how firms can build and sustain competitive advantage amidst the challenges of climate change, biodiversity decline, and human rights issues along global value chains, before turning to management approaches, tools, and practices that support sustainable business. Specific topics include business modelling for the circular economy, sustainable and responsible innovation, sustainability certifications and voluntary standards, sustainable supply chain management and human resource management.
- **Advanced Corporate Finance for Sustainability** – The module provides an in-depth introduction to sustainability and non-financial reporting, with a focus on Corporate Social Responsibility (CSR), Environmental, Social, and Governance (ESG) disclosure, and integrated reporting. It equips students with theoretical foundations and practical tools to critically assess sustainability communication, ESG risks and opportunities, and their implications for corporate strategy, valuation and sources of financing (from banks and capital markets).

At the end of the course the student will have a fundamental understanding of:

- The conceptual foundations of sustainable development and their implications for corporate strategy, governance, and finance.
- The strategic role of firms within socio-ecological systems, including dependencies, externalities, and responsibilities.
- The main approaches to business strategy for sustainability, including sustainable business models, innovation, and stakeholder value creation.
- The evolution of Corporate Social Responsibility (CSR), Environmental, Social and Governance (ESG) frameworks, and the principles of double materiality.
- Relationship between corporate finance and corporate governance, including monitoring, incentives, and stakeholder perspectives.
- The correct definitions of sustainable finance and the links between corporate finance, sustainability, and responsible business.
- The European and international legislative frameworks connected to sustainable finance.
- The fundamentals of ESG reporting, disclosure practices, and the risks of greenwashing and social-washing.

At the end of the course the student will be able to:

- Apply strategic management frameworks to analyze how sustainability can be embedded into corporate strategy, governance, and operations.
- Design and evaluate sustainable business models, identifying trade-offs and innovation opportunities across the value chain.
- Interpret and critically assess sustainability and integrated reports, linking disclosure practices to strategic and operational choices.
- Use ESG and non-financial data to evaluate both sustainability performance and its financial implications.
- Engage with real-world cases to assess how firms translate sustainability commitments into strategies, operational practices, and investment decisions.
- Present analyses of sustainability reports, ESG performance, and corporate strategies in a structured manner.
- Collaborate effectively in groups to prepare and deliver case-based presentations on real-world sustainability practices.
- Use appropriate terminology and frameworks to bridge strategic, operational, and financial perspectives on sustainability.

Contents

- Evolution of sustainable development, sustainability, CSR and ESG concepts across international, EU, and national frameworks
- Contemporary sustainability challenges (climate change, biodiversity, human rights, planetary boundaries) and their implications for strategy and operations across global value chains
- Business models for sustainability: circular economy, eco-innovation, and social innovation
- Sustainability standards, labels, and certifications, and their role in competitiveness and market positioning
- Human resource management, leadership, and organizational culture for sustainability
- What is Corporate Finance? Equity and debt in the support of company growth
- Corporate Finance and Sustainability: definitions, core concepts and interconnections
- European Commission Action Plan on Financing Sustainable Growth and SDGs
- Fostering transparency and long-termism in companies
- Stakeholder management, stakeholder engagement and sustainability reporting
- Mainstreaming sustainability into risk management and the role of bank lending
- Reorienting capital flows towards sustainable investments
- Global Corporate Sustainability worldwide

Detailed program

Module “Business Strategy for Sustainability”:

- Strategizing within planetary boundaries: business and sustainability challenges. Frameworks and debates on sustainability constraints for corporate strategy.
- Competitive advantage within a changing climate. Climate change as a strategic challenge: state of climate, mitigation, adaptation, and implications for competitiveness.
- Business and biodiversity: from conservation to regeneration. Corporate impacts and dependencies on biodiversity; risks, opportunities, and regenerative strategies.
- Corporate social responsibility and the protection of human rights. Policies, standards, and due diligence processes to ensure responsible business conduct.
- Business modelling for a circular economy. Frameworks, challenges, and opportunities for circular business models.
- Innovating for sustainability. Sustainable, eco-, and social innovation as levers of competitive advantage.
- Sustainability standards and certifications. Certifications and labels: typologies, scopes, credibility, and strategic use.
- Sustainable supply chain management and procurement. Key sustainability challenges within global supply chains; strategies for responsible procurement.
- Human resource management and sustainability. Managing internal stakeholders: HR practices, employee engagement, and organizational culture for sustainability.

Module “Advanced Corporate Finance for Sustainability”:

- Corporate finance and the role of the financial system, including direct vs. intermediated transfers, market imperfections, and applications in venture capital, private equity, and capital markets.
- Investment and financing decisions, real vs. financial assets, role of financial managers, cost of capital, risk and return, agency problems, corporate governance, and equity vs. debt for growth.
- Corporate governance and sustainability: monitoring, incentives, shareholders vs. stakeholders, responsible business, and ESG reporting.
- Core financial concepts such as time value of money, present and future value, NPV, discount rates, annuities, interest rates, and compounding.
- Corporate finance and sustainable finance, definitions and importance of sustainability, and links between theory and practice.
- Key European and global sustainability frameworks: EU Action Plan, Paris Agreement, UN SDGs, and major sustainability regulations.
- Global corporate sustainability trends: disclosure and assurance, investor behavior, sustainable bonds, board oversight, and OECD principles.
- ESG ratings and providers, disclosure frameworks, divergent methodologies, and risks of greenwashing.
- Sustainable investment instruments and indicators: EU Taxonomy, green bonds, sustainable funds, green asset ratio, and sector KPIs.
- Sustainability and risk management: ESG integration in banking, disclosure practices, credit and nature-related risks, central bank supervision, and transition planning.

Prerequisites

A basic knowledge of strategic management, innovation management and concepts of competitive advantage, as well as corporate finance, accounting and reporting is strongly recommended. Familiarity with sustainability issues and international policy frameworks is helpful but not required.

Teaching form

A basic knowledge of strategic management, innovation management and concepts of competitive advantage, as well as corporate finance, accounting and reporting is strongly recommended. Familiarity with sustainability issues and international policy frameworks is helpful but not required.

Textbook and teaching resource

Module “Business Strategy for Sustainability”:

- Hahn, R. (2024), Sustainability Management – Concepts, Instruments, and Stakeholders from a Global Perspective. Pearson, 2nd edition, ISBN-10 1292482567
- PPT slides used during lectures
- Additional readings (e.g., articles, book chapters, reports) made available by the lecturer on the e-learning website of the course.

Module “Advanced Corporate Finance for Sustainability”:

- Aracil, E., & Sancak, I. E. (2024), Essential Concepts of Sustainable Finance: An A-Z guide, Routledge, 1st edition, ISBN: 9781032316871
- PPT slides used during lectures
- Additional readings (e.g., articles, book chapters, reports) made available by the lecturer on the e-learning website of the course.

Semester

I semester (October - January)

Assessment method

Students will receive one final mark out of 33 for the 12 ECTS Business strategy and Advanced Corporate Finance for Sustainability course (33/30 is 30 e lode meaning summa cum laude). Students' evaluation is based on three components:

1. Class participation (5/33: 2.5 for strategy and 2.5 for finance) - Active participation in class discussions, case analyses, and interactive exercises is an integral part of the learning process. Students are expected to engage critically with the topics covered, read the assigned readings in advance of classes, and contribute constructively to class debates.
2. Group project (14/33: 7 for strategy and 7 for finance) - The objective of the group project is to develop critical analytical skills by analysing a company's strategy, governance and financing with respect to sustainability issues. The project consists in analysing the sustainability strategy of selected companies by applying key concepts and theoretical lenses and evaluating the company's corporate finance approach through the lens of sustainability frameworks discussed throughout the course. Two groups (A and B) will analyse the same company's sustainability strategy with diverse objectives: (1) Group A's aim is to prove that the company is implementing a «substantial» sustainability strategy, thus emphasising the most «material» sustainability initiatives and actions, while also showing strong integration of ESG factors into its financing, governance, disclosure, and risk management. (2) Group B's aim is to prove that the company is adopting a merely «symbolic» stance on sustainability, thus emphasising inconsistencies between the company's «material» sustainability issues and the actions implemented or communicated, and arguing that ESG integration in corporate finance is limited, compliance-driven, or inconsistent. During presentation

of the group projects, the rest of the class will discuss which group did the best job in supporting their case/thesis. The list of companies will be provided by the course teachers during the course. Each group will autonomously search for all relevant information by consulting the company's resources (e.g. sustainability reports, institutional website etc.) to develop the analysis.

3. Final exam (14/33: 7 for strategy and 7 for finance) – The final exam consists in a written exam based on multiple-choice questions. The final exam covers the content of both modules of the course Business Strategy and Advanced Corporate Finance for Sustainability

Office hours

Marina Brogi: Tuesday-Thursday, after scheduling an appointment via phone or e-mail.

Niccolò Todaro: Monday - Wednesday, after scheduling an appointment via phone or e-mail.

Sustainable Development Goals

QUALITY EDUCATION | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION | PARTNERSHIPS FOR THE GOALS
