

# Business Sustainability and ESG

## Blended Intensive Programme

### Description and organizer

- The course aims to provide students with an understanding of sustainable business practices, the role of entrepreneurship and innovation, and the importance of a stakeholder approach. The course will also explore the circular economy and the UN's sustainable development goals.
- Students will learn how sustainable business models can create value and competitive advantage while generating economic benefits alongside environmental and social responsibility.
- The course covers ESG factors and how disclosure reports impact firm performance. Students analyze sustainability practices and sustainability reports and define strategies to improve performance.

This program emphasizes the importance of sustainability in business decisions, enabling participants to understand how sustainability impacts finance, financial reporting, governance, marketing, and strategy in companies. Participants are also encouraged to understand ESG measures, how ESG reporting is key to complying with European regulations, and show management's strategic decisions.

Participants will be able to interact with Stars-EU students and Portuguese businesses, understanding the most recent sustainable practices and ESG approaches. Through workshops, case studies, practical projects, and guided discussions, students will gain an in-depth understanding of effective, sustainable strategies and how to apply sustainability to drive organizational success.

- 5 days online (April, 2025)
- 5 days on-site at IPB, in Bragança, Portugal (May 5-5, 2025)

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## Topics included in this program

**On line**  
April 2025



Ethics and Corporate Responsibility



Sustainable Development



Circular Economy



Sustainable business models



**On site**  
May 5 to 9, 2025

Entrepreneurship as a factor for change



Environment, social and governance



Sustainability: Challenges and Opportunities



Company development based on sustainable innovation



Sustainable finance



Disclosure and reports



ESG Strategy



Sustainable marketing

