



Exchange programme Vrije Universiteit Amsterdam

Vrije Universiteit Amsterdam - Exchange programme Vrije Universiteit Amsterdam - 2024-2025

Exchange

Vrije Universiteit Amsterdam offers many English-taught courses in a variety of subjects, ranging from arts & culture and social sciences, neurosciences and computer science, to economics and business administration.

The International Office is responsible for course approval and course registration for exchange students. For details about course registration, requirements, credits, semesters and so on, please [visit the exchange programmes webpages](#).

Shared Value Creation

Course Code	E_MFS_SVC
Credits	6
Period	P1
Course Level	300
Language Of Tuition	English
Faculty	School of Business and Economics
Course Coordinator	prof. dr. H.L.F. de Groot
Examiner	prof. dr. H.L.F. de Groot
Teaching Staff	dr. N. Arnold, prof. dr. H.L.F. de Groot
Teaching method(s)	Instruction course, Study Group, Lecture

Course Objective

After successfully completing this course the student:

- can understand and apply theories related to shared value and sustainable development (Academic and Research Skills).
- can explain the complex theoretical, empirical and societal debate on the relationship between organizations, technological dynamics, society, and the natural environment and the implications for the transition in the direction of sustainable development (Bridging Theory and Practice Knowledge)
- can explain which stakeholders have which stakes, and how to act-react and on those. (Bridging Theory and Practice - Knowledge)
- has experienced how concepts (shared value, sustainability, circular economy) translate into concrete actions, policies and products (integral accounting, innovation, adoption, lobby). (Bridging Theory and Practice - Application)
- has developed social skills and logic argumentation in debates. (Social Skills)

Course Content

This course examines the fundamental technological and organizational transitions that are ahead of companies and that are required to deal with the grand challenge of sustainable development. A shift from narrow profit maximization to shared value creation seems eminent. But how is shared value created? With which stakeholders?

This course will give you insight into what strategic reorientation is needed to create shared value: what technologies, products and markets to focus on and whom to work with. After completing the course, you will understand which fundamental changes are needed in business operations, how governments can successfully intervene to change firm behavior into a more sustainable direction, and how these changes are embedded within the wider stakeholder network.

Part 1 of the course presents the theoretical and empirical framework that will be used to analyze innovation and adoption behavior of firms. It includes a discussion of the context within which the company behaves and an analysis of the effectiveness of policy instruments. How can companies create shared value? How does this influence their strategy and performance? What are the challenges the firm and government face in the transition towards a sustainable future? Also the transition from linear to circular production processes will receive ample attention.

Part 2 focuses on how the paradigm shift from a shareholder to a stakeholder approach as shared value creation is a multi-stakeholder challenge. Who are key stakeholders? What challenges do companies face in integrating stakeholder knowledge? And how can the collaboration with stakeholders help the company succeed?

Additional Information Teaching Methods

Lectures and Tutorials

Method of Assessment

Written exam – Individual assessment

(Interim) Assignment(s) – Group assessment
Class participation

Literature

A collection of articles that will be announced at the start of the course.