MSM141 Ecology as Business Opportunity	
Upon successful completion of this module, students will be able to: • Identify and develop opportunities for ecologically driven products and business models within companies. • Understand sustainability and ethics as catalysts for business model transformation. • Recognize the strategic potential of ecological and social sustainability in corporate decision-making. • Apply sustainable marketing and innovation strategies to create competitive advantages. Content Overview: • Ecological and social sustainability as a business opportunity • Business potential through sustainable marketing • Competitive advantages through sustainable innovations • Case studies on successful sustainable business models This module equips students with the necessary knowledge and skills to integrate sustainability into corporate strategy, fostering long-term value creation for both businesses and society.	
Assessment: Assignment	
Lecturer: Prof. Dr. Gupte	**ECTS: 3**