



## Course syllabus

School of Business and Economics

Department of Marketing and Tourism Studies

4TR420 Affärsmodeller för hållbarhet, 7,5 högskolepoäng

4TR420 Business Models for Sustainability, 7.5 credits

### **Main field of study**

Tourism Studies

### **Subject Group**

Tourism and Recreation Studies

### **Level of classification**

Second Level

### **Progression**

A1N

### **Date of Ratification**

Approved 2020-01-22

Revised 2022-12-05 by School of Business and Economics. Change of department.

The course syllabus is valid from spring semester 2023

### **Prerequisites**

General entry requirement for studies at second cycle and specific entry requirements:

- Bachelor's degree in tourism studies or in business administration or in another social science main field of study or equivalent

or

- Bachelor's degree in a natural science main field with at least 30 credits in social science, business administration or equivalent

and English B/6 or equivalent.

## Objectives

After completing the course the student is expected to be able to:

- explain and discuss what the business model concept is and how it relates to traditional concepts of management and entrepreneurship in tourism
- apply the value-based business model as analytical framework to evaluate how tourism and hospitality businesses sustainably create and capture value

- evaluate the potential of new business models for tourism and sustainability
- independently plan and execute a case-research project to investigate a research question related to the course subject

## Content

The course/module contains:

- conceptualization(s) of value and related theories
- business model ontology and the value-based framework
- overview of state of research streams on business model in general and with particular focus on sustainability issues
- patterns for sustainability in tourism and related industries
- business model innovation

## Type of Instruction

The teaching consists of lectures, seminars, and workshops. Compulsory elements include seminars and workshops. Mandatory exercises are solved in connection to seminar. Dates for mandatory elements are stated in the schedule.

## Examination

The course is assessed with the grades A, B, C, D, E, Fx or F.

The course is examined through one individual written essay, a group paper, a group discussant paper, a group presentation, and a group peer-feedback discussion.

The grade A constitutes the highest grade on the scale and the remaining grades follow in descending order where the grade E is the lowest grade on the scale that will result in a pass. The grade F means that the student's performance is assessed as fail. Grading criteria for the A–F scale are communicated in writing to the student by the start of the course/module at the latest, as well as how the weighting and weighting of grades on individual examining elements to the final course grade takes place. The basis for grades determines the student's goal fulfillment.

Repeat examination is offered in accordance with Local regulations for courses and examination at the first and second-cycle level at Linnaeus University. Students who are close to the passing grade of reports can complement after instructions and time-frame given by the examiner to obtain a pass grade.

If the university has decided that a student is entitled to special pedagogical support due to a disability, the examiner has the right to give a customised exam or to have the student conduct the exam in an alternative way.

## Course Evaluation

During the implementation of the course or in close conjunction with the course, a course evaluation is to be carried out. Results and analysis of the course evaluation are to be promptly presented as feedback to the students who have completed the course. Students who participate during the next course instance receive feedback at the start of the course. The course evaluation is to be carried out anonymously.

## Other

If English is the language of instruction, the associated examination is in English too.

## Required Reading and Additional Study Material

### Required reading

Wells, Peter E. (2013). *Business Models for Sustainability*. Northampton, MA:

Edward Elgar Publishing Inc. Chapter 1 and 4. About 45 pages.

Moratis, Lars, Melissen, Frans, Idowu, Samuel O., (Eds.). (2018). *Sustainable Business Models*. Cham: Springer Nature. Chapter 2 and 17. About 40 pages.

Scientific articles. About 400 pages.