



Course syllabus

School of Business and Economics
Department of Marketing and Tourism Studies

4TR421 Affärsmodeller för hållbarhet, 7,5 högskolepoäng
Business Models for Sustainability, 7.5 credits

Main field of study

Business Administration
Tourism Studies

Subject

Tourism and Recreation Studies

Level

Second cycle

Progression

A1F

Date of Ratification

Approved 2024-06-10.
Revised 2026-01-12. Prerequisites and standard texts.

The course syllabus is valid from autumn semester 2026.

Prerequisites

A Bachelor's degree of 180 credits including 30 credits in Tourism Studies or Business Administration, as well as English 6/English level 2, or equivalent.

Objectives

After completing this course the student should be able to:

- explain and discuss what the business model concept is and how it can be of use for individuals, businesses, and society
- explain and discuss how the business model concept relates to related concepts in management, entrepreneurship, and sustainability

- apply the business model as analytical framework to evaluate how businesses sustainably create, capture and disseminate value
- evaluate the potential of new business models for sustainability in tourism, hospitality and other sectors
- independently plan and execute a case-based research project to investigate a research question related to the course subject

Content

The course covers the following areas and concepts:

- business model frameworks in theory and application
- patterns and templates for sustainable and circular business models exemplified for tourism, hospitality and other sectors
- overview of state of research on business models in general and in relation to sustainability challenges and innovation in particular
- issues in business model innovation and business model transformation for sustainability

Type of Instruction

The teaching consists of lectures, seminars and workshops. Excursions and field trips may be included.

Examination

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

The course is examined through an individual oral examination 2 credits, a written group assignment 3.5 credits and a group presentation 2 credits.

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.

Resit examination is offered in accordance with Linnaeus University's Local regulations for courses and examination at the first- and second-cycle levels.

In the event that a student with a disability is entitled to special study support, the examiner will decide on adapted or alternative examination arrangements.

Course Evaluation

A course evaluation should be conducted during the course or in connection with its conclusion. The results and analysis of the completed course evaluation should be promptly communicated to students who have completed the course. Students participating in the next course instance should be informed of the results of the previous course evaluation and any improvements that have been made, no later than at the start of the course.

Overlap

The course cannot be included in a degree along with the following course/courses of which the content fully, or partly, corresponds to the content of this course:
4TR420 with 7.5 credits.

Required Reading and Additional Study Material

Aagaard, A., Lüdecke-Freund, F., Wells, P. (Eds.) (2023). *Business Models for Sustainability Transitions: How organizations contribute to societal transformations*. Cham: Palgrave Macmillan. Chapters 1 and 2. About 55 pages.

Aagaard, A. (Ed.). (2019). *Sustainable Business Models: Innovation, Implementation, and Success*. Cham: Palgrave Macmillan. Chapters 1, 2, and 12. About 70 pages.

Moratis, L., Melissen, F., Idowu, S. O., (Eds.). (2018). *Sustainable Business Models: Principles, Promise, and Practice*. Cham: Springer Nature. Chapters 2 and 17. About 40 pages.

Wells, P. E. (2013). *Business Models for Sustainability*. Northhampton, MA: Edward Elgar Publishing Inc. Chapter 1 and 4. About 45 pages.

Scientific articles. About 400 pages.