



econcept

Research / Consulting / Evaluation



Embedding Sustainability into Economics and Business Education

An Assessment of Curricula and Strategies
at Swiss Universities 2024

Conference: Transformation of Teaching
in Economic Sciences 13.09.2024 | Zurich
Carole Probst | econcept

Agenda

1. **Why?** Goals of the Study
2. **How?** Methodology and survey population
3. **What?** Selected Results Departments
4. **What?** Selected Results Study Programmes
5. **So what?** Conclusion



Why? Goals of the Study

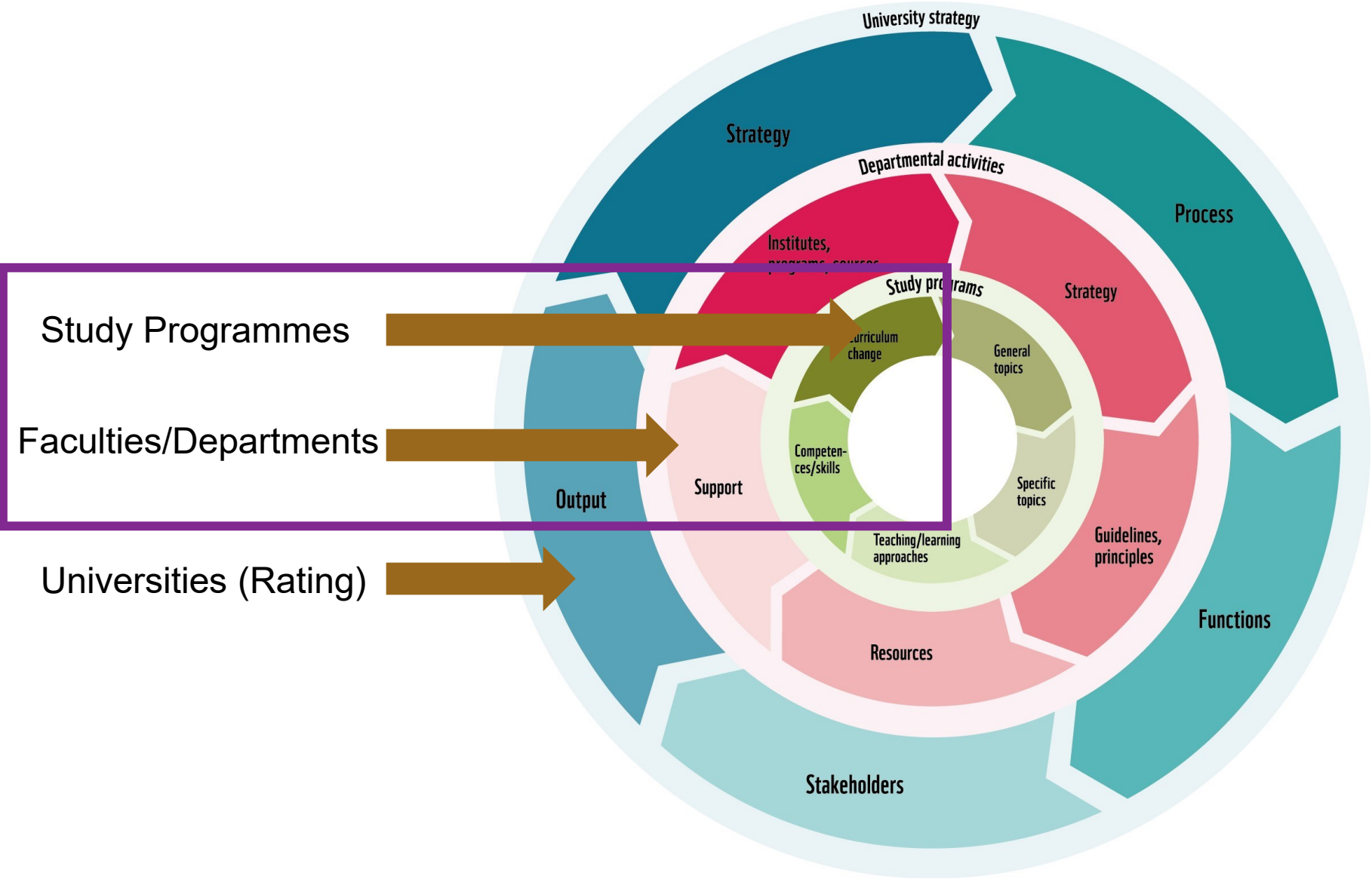
Objectives:

- To make developments over the past three years **visible** and recognised.
- To **inform** the interested public about the current situation.
- To serve as a **basis for recommendations** to decision-makers.
- To **enable** university members and prospective students to **compare** programmes.

Questions:

- To what extent is sustainable development incorporated in the **strategies and activities** of economics **faculties/departments**?
- To what extent are sustainable development **topics** and education for sustainable development **approaches** incorporated in **economics programmes**?
- How has this **developed** over the last three years?

Three Levels of Embedding Sustainability in Higher Education



Online Surveys with Cognito Forms January-April 2024:

- All economic sciences **faculties, departments** and **schools**
- All Bachelor and Master study programmes with at least 50% economic sciences content

Faculties, departments and schools

- **Open, single-choice** and **multiple-choice** questions
- Qualitative and quantitative analysis

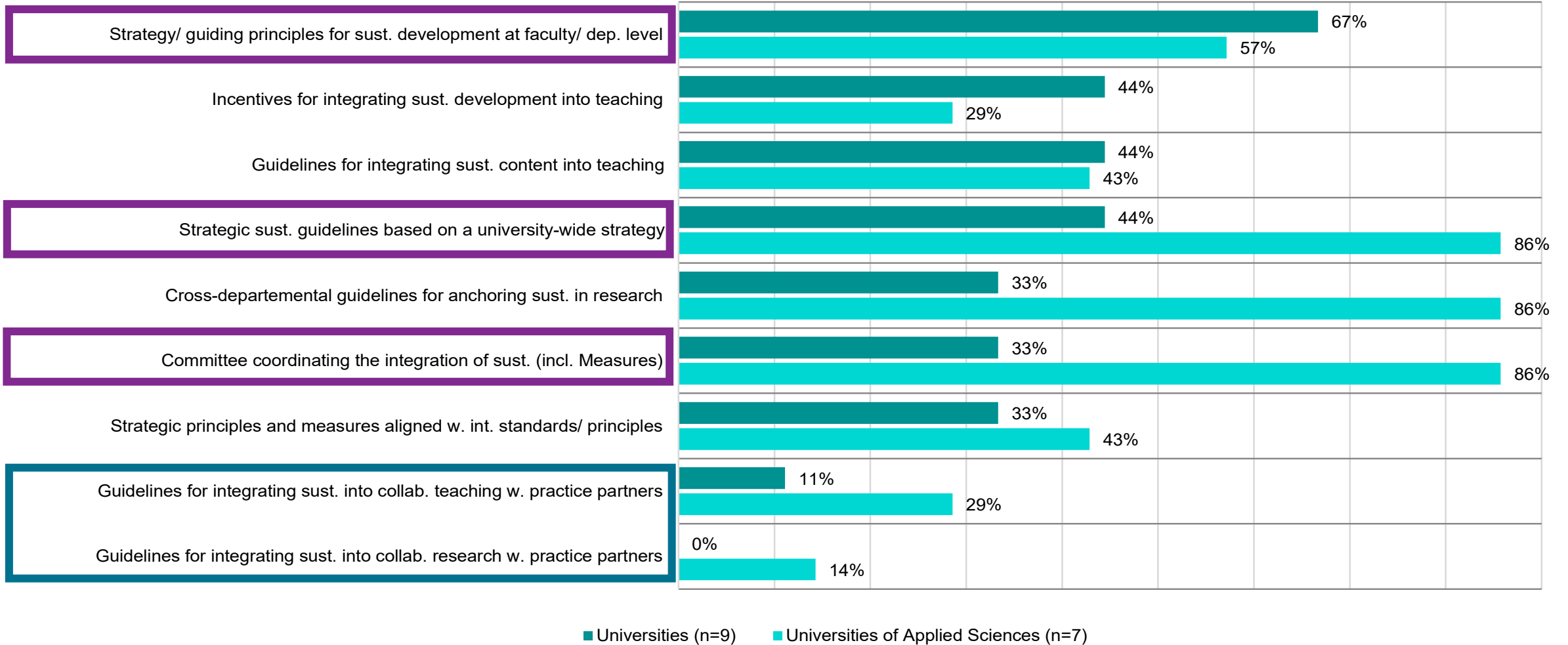
Study programmes

- Differentiation between **subject area, degree level** and **compulsory/elective**
- **Qualitative** data to be **quantified**, weighting

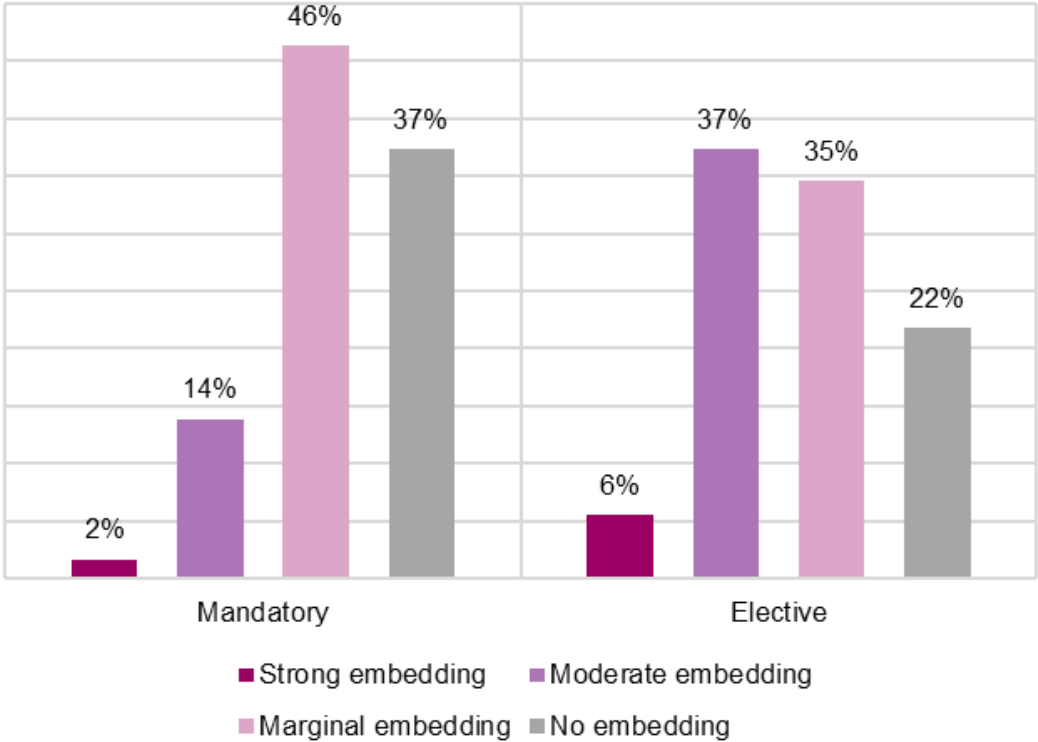
How? Survey Population

		Survey on Study Programs	Survey on Departments
Invited		145	27
Total no. of participants		79	16
Overall participation rate		54 %	59 %
Universities	Invited	88	16
	Entries	37	9
	Participation rate	42 %	56 %
Universities of Applied sciences	Invited	57	11
	Entries	42	7
	Participation rate	74 %	64 %
Invalid entries overall		12	6

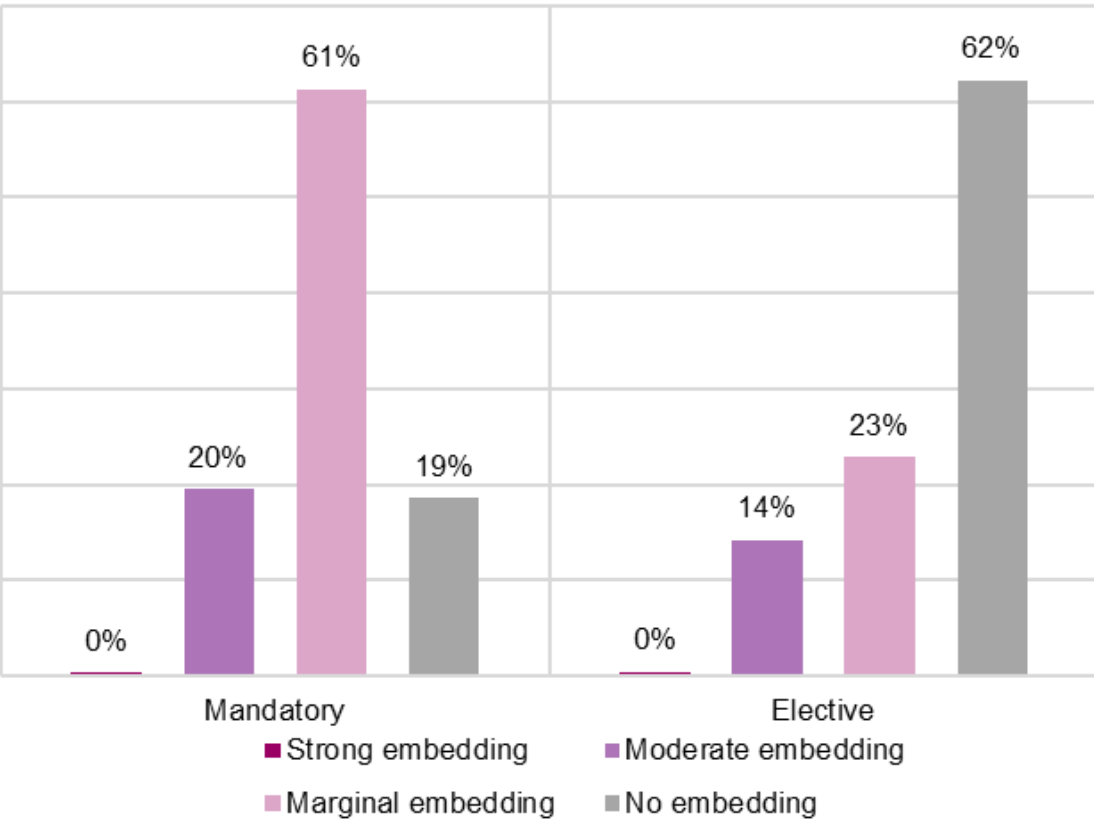
What? Results Departments Embedding of Sustainable Development



What? Results Study Programmes: Integration of sustainability topics in mandatory and elective courses

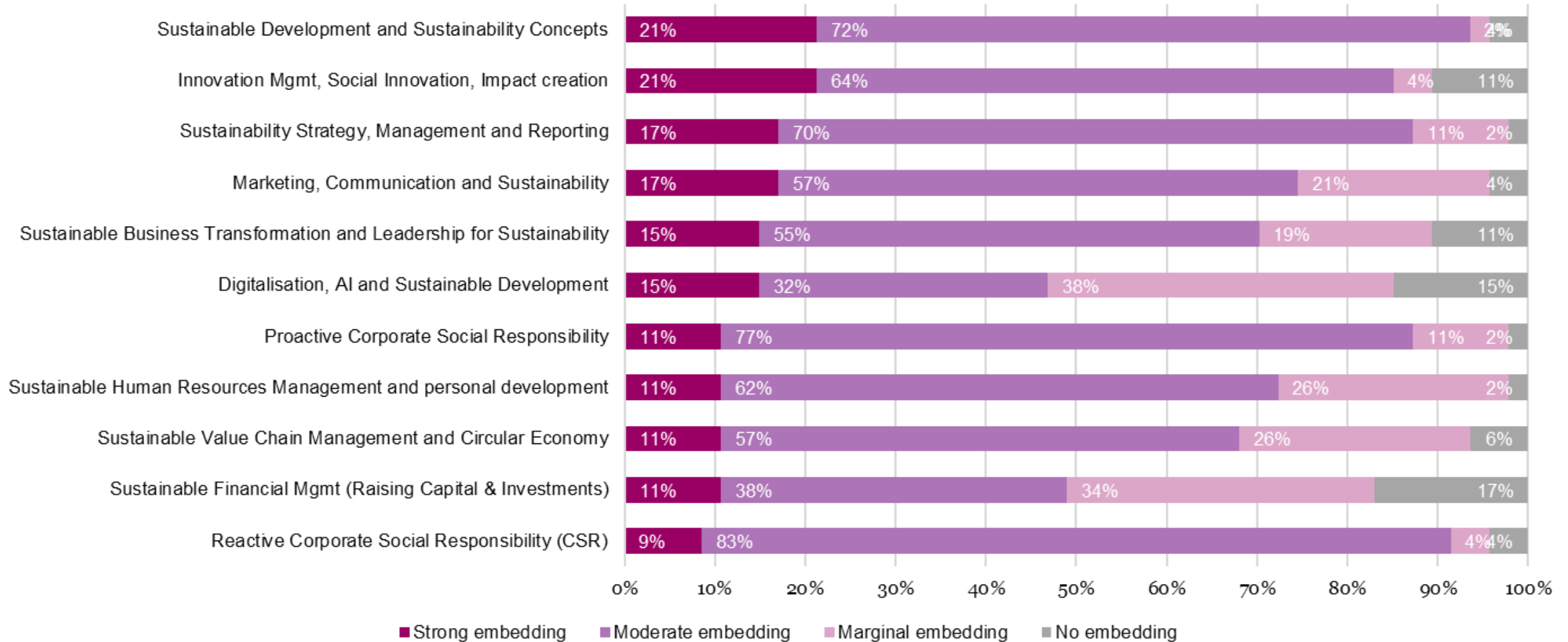


Universities, courses of 37 programmes

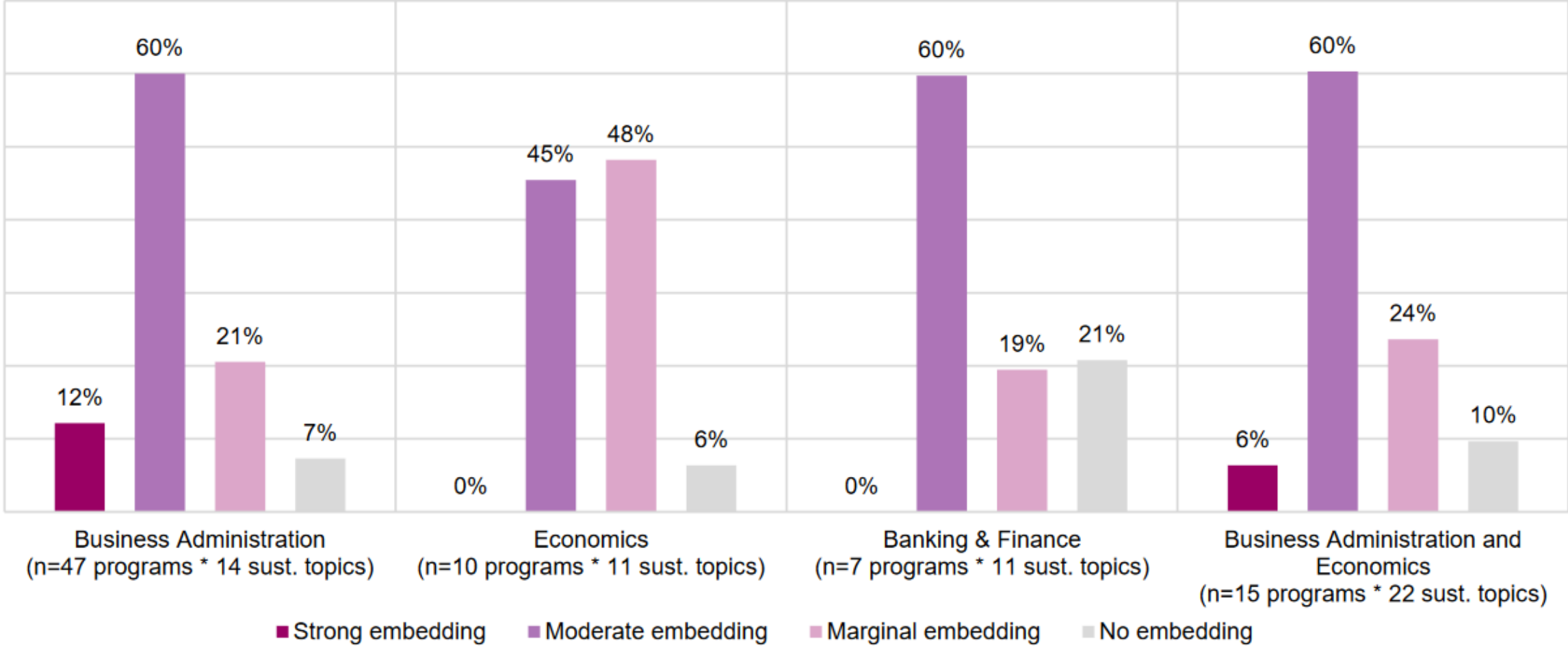


Universities of applied sciences, courses of 42 programmes

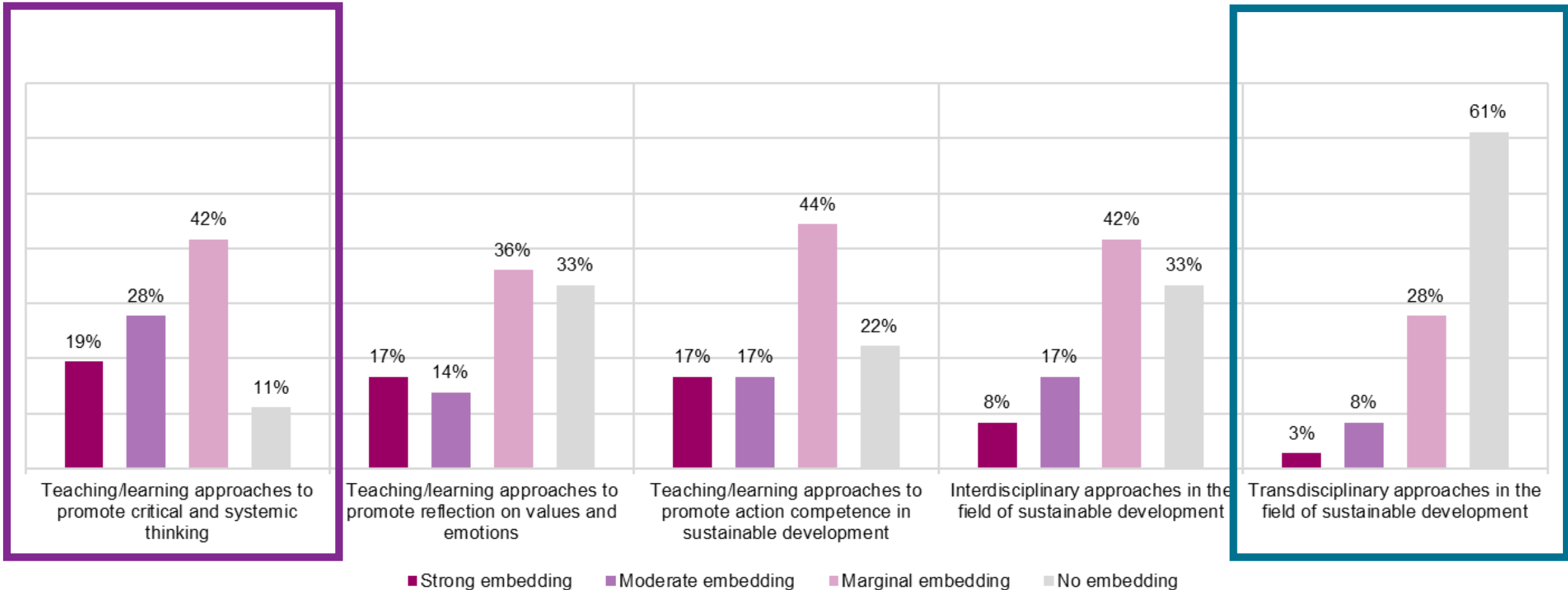
What? Results Study Programmes: Integration of sustainability topics into Business Administration programmes



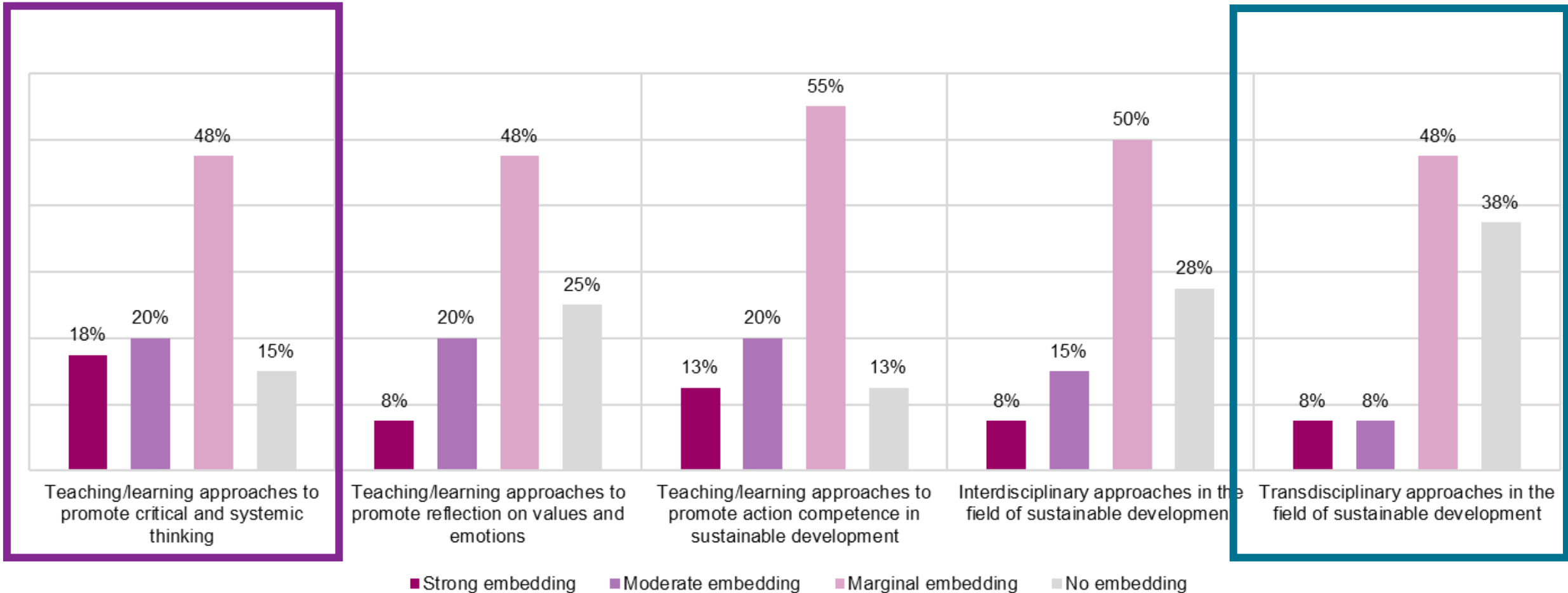
Comparing fields of study: Integration of sustainability topics



What? Results Study Programmes: Average level of integration of teaching and learning approaches in universities



What? Results Study Programmes: Average level of integration of teaching and learning approaches in UAS



- Sustainable development is integrated in faculties/departments/schools at the overall strategic level and often insitutionalised through corresponding committees
- Ways of promoting teachers' sustainable development knowledge and skills vary
- Opinions differ on the need to support better integration of sustainability topics and approaches (→ Workshop 😊)
- Degree of embeddedness of sustainability topics varies between and within faculties/departments/schools
- Teaching and learning approaches for sustainable development: not yet strongly embedded
- Most students in Economics, Business Administration and Banking & Finances at Swiss universities and UAS are at some point of their studies confronted with sustainable development topics – or at least have the opportunity to get involved.

Study «**Embedding Sustainability into Economics and Business Education. An Assessment of Curricula and Strategies at Swiss Universities 2024**»

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Transformation of Teaching in Economic Sciences

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