

# Enquire Teaching Timetable

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## Course Outcome

### MGNT 2611 - Business Sustainability

#### Learning Outcome

- Recognize and aware the interconnections between the economic, social, political and ecological spheres of business activity.
- Be able to assess business risks and opportunities and approach long-term business sustainability through management and optimization of resources without compromising on profitability and competitiveness.
- Gain an understanding of innovated business practices and entrepreneurial opportunities created by the “sustainability” movement.
- Develop key sustainable business strategies and tactics facilitated by ecological thinking, eco-efficiency and life cycle analysis, and technological sustainability opportunities.
- Cultivate a CSR strategic mindset and utilize life cycle thinking to prioritize sustainability effort.
- Formulate own standards of integrity and professionalism and contribute insight into the professional ethics and responsibilities in the future career of students

#### Course Syllabus

- Principles and Concepts of Sustainability
- Climate Change and Development
- Corporate Social Responsibility
- Business Sustainability and Entrepreneurship
- Business Sustainability and Multinational Corporations
- Sustainable Strategies
- Communicating Sustainability Efforts to Stakeholders: Corporate Shared Value (CSV) and Environmental, Social, and Governance (ESG) Reporting
- Theories of business ethics and their applications in the workplace, including professional ethics

#### Assessment Type

	Assessment Type	Current Percent
1	Attendance	5
2	Essay test or exam	30
3	Presentation	30
4	Project	30
5	Participation	5

#### Feedback for Evaluation

1. Mandatory CTE.
2. Students will have feedback from course teacher on assignments and project.

#### Required Readings

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#### Recommended Readings

1. Friedman M. (2007) The Social Responsibility of Business Is to Increase Its Profits. In: Zimmerli W.C., Holzinger M., Richter K. (eds) Corporate Ethics and Corporate Governance. Springer, Berlin, Heidelberg
2. Business and Sustainability: Concepts, Strategies and Changes  
ISBN: 978-1-78052-438-2  
eISBN: 978-1-78052-439-9  
Edited by: Gabriel Eweje, Martin Perry  
Published: 2011
3. Andrew S. Winston  
The Big Pivot: Radically Practical Strategies for a Hotter, Scarcer, and More Open World  
(Harvard Business Review Press, 2014)
4. John Hope Bryant  
How the Poor Can Save Capitalism: Rebuilding the Path to the Middle Class  
(Berrett-Koehler, 2014)
5. How Our Company Connected Our Strategy to Sustainability Goals  
Michael W. Lamach  
Harvard Business Review OCTOBER 27, 2017
6. Ross, B. & Amter, S. (2012). The Polluters: The Making of Our Chemically Altered Environment: Oxford University Press.
7. From CSR to Corporate Sustainability: Moving the CSR agenda to the next level in Asia and the Pacific.  
<https://business.un.org/en/documents/11132>
8. Creating Shared Value. Michael E. Porter, Mark R. Kramer. Harvard Business Review. JANUARY–FEBRUARY 2011
9. Environmental, Social and Governance Reporting Guide. <http://www.hkex.com.hk/-/media/hkex-market/listing/rules-and-guidance/listing-rules->

