

**Rethinking Business & Society:
Transformation through Sustainability
Management [MGT71612]**

Module Coordinator		Knoll, Katharina			
Programme(s)		Bachelor of Science			
Term		4th & 6th semester			
Module Duration		1 Semester			
Compulsory/Elective Module		Concentration Module			
Credits:		6			
Frequency		Annually			
Language		English			
Total Workload	150 h	Academic Teaching Hours:	44	Remaining Workload:	Self-study
		One academic teaching hour corresponds to 40 minutes.			
		Self-study includes lesson preparation and follow-up activities, reading assignments, assessment preparation, take-home assignments, etc.			
Prerequisites		None; however, previous knowledge on Corporate Social Responsibility and aspects of business ethics will be an advantage.			

Content	<p>Global warming, biodiversity loss, and digital change – these are not only challenges to be met in the future, but in the present as well. The sustainability of companies increasingly depends on how accountable, credible and transparent companies assume their corporate responsibility beyond their legal obligations. This course looks at the concepts, strategies and policies businesses put in place to address a triangle of economic, environmental and social viewpoints. As companies face the challenges of sustainability, there is an increasing need for leaders who have the capacity to holistically integrate these concepts into businesses.</p> <p>The course is structured along three main questions: What is sustainable management and corporate responsibility about and how can we manage it in the core business? How can we address future challenges through responsible leadership? Which external driving forces affect today's business world?</p> <p>In this course, we will start to explore the basis of sustainability such as the milestones and the societal transformation process towards sustainability in the last years. Secondly, we will look at how companies drive sustainable change by exploring the major frameworks and initiatives used by businesses to implement corporate responsibility strategies in their business and discuss the shift in mindsets of leadership needed to handle this transformation process. Finally, we will look at how business sustainability is affected by external driving forces, such as new regulatory frameworks, key stakeholders, and learn how to address these challenges as sustainable leaders of the future.</p>
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<p>Intended Learning Outcomes</p>	<p>Knowledge: Upon completion of the course, students will have gained a solid understanding of the concepts, strategies and policies businesses put in place to address a triangle of economic, environmental and social viewpoints when making managerial decisions. In addition, they will have learned the milestones of business sustainability; and how business sustainability is affected by external driving forces.</p> <p>Skills: Upon this course Students will be able to:</p> <ul style="list-style-type: none"> • Identify and reflect on the different paradigm changes in business and society. • Define what sustainability management and corporate responsibility is about. • Name the main milestones of sustainability development relevant to businesses. • Reflect on critical and ethical responsible leadership and roles. • Apply tools on how to integrate stakeholders' interest and sustainable business concepts into the core business. • Know which European regulatory frameworks have an impact on businesses in the upcoming years. • Solve real-life business challenges through case study analysis. • Define and provide insight on sustainability managerial tasks expected in real companies. <p>Competences: Upon completion of the course, students will be able to deeply reflect on different corporate responsibility and sustainable leadership topics by learning and discussing concepts and frameworks of current business practices.</p>												
<p>Forms of teaching, methods and support</p>	<p>This module combines a range of different teaching formats, including: lectures, presentations and discussions. For interactive sessions the participatory leadership approach will be used. Careful preparation of the literature will be indispensable for well-informed and lively discussions.</p>												
<p>Type of Assessment(s) and performance</p>	<table border="1" data-bbox="480 1581 1378 1883"> <thead> <tr> <th>Overview: Type of examination</th> <th>Duration or length</th> <th>Performance points</th> <th>Due date</th> </tr> </thead> <tbody> <tr> <td>1 Group presentation including concept paper</td> <td>20 minutes max</td> <td>50</td> <td>During course</td> </tr> <tr> <td>1 Exam</td> <td>70 minutes</td> <td>70</td> <td>Exam Week</td> </tr> </tbody> </table>	Overview: Type of examination	Duration or length	Performance points	Due date	1 Group presentation including concept paper	20 minutes max	50	During course	1 Exam	70 minutes	70	Exam Week
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<p>Recommended Literature</p>	<p><u>Recommended literature:</u></p> <p>Raworth, Kate (2017). "Doughnut Economics: Seven Ways to Think Like a 21st Century Economist". <i>Random House Business</i>.</p> <p>Carroll, A. B., & Brown, J. A. (2023). "Business & Society: Ethics, Sustainability, and Stakeholder Management" (11th edition). <i>Cengage Publishing</i>.</p> <p>Pauli, Gunter (2017). "Blue Economy 3.0: The marriage of science, innovation and entrepreneurship creates a new business model that transforms society". <i>Xlibris</i>.</p> <p>Brown, Brené (2018). "Dare to Lead: Brave Work. Tough Conversations. Whole Hearts". <i>Vermilion</i>.</p> <p>Lars Moratis, Frans Melissen, Samuel O. Idowu (2018). "Sustainable Business Models - Principles, Promise, and Practice"</p> <p><u>Further reading:</u></p> <p>Schneidewind, U. (2018). "Die große Transformation: Eine Einführung in die Kunst gesellschaftlichen Wandels". <i>Fischer Verlage Publishing</i>.</p> <p>McDonough William, and Braungart Michael (2002). "Cradle to Cradle: Remaking the Way We Make Things". Macmillian.</p>
<p>Module Structure</p>	<p>This module proceeds along the three questions mentioned above. It does so by systematically relating its discussions to insights gained in the associated modules.</p>
<p>Usability in other Modules/Programmes</p>	<p>This module will prove of great interest to anyone who seeks to gain a more thorough and well-informed understanding of corporate responsibility and the sustainable management challenges business currently face.</p>
<p>Last Approval Date</p>	<p>2023/02/08</p>