

MODULE SPECIFICATION

1. Title of the module

Sustainability and purposeful business

2. School or partner institution which will be responsible for management of the module

Pearson College London

3. The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)

Level 6

4. The number of credits and the ECTS value which the module represents

15 credits (7.5 ECTS)

5. Which term(s) the module is to be taught in (or other teaching pattern)

This module can be run in any term: Autumn, Spring, or Summer

6. Prerequisite and co-requisite modules

Principles of Business (level 4)

7. The programmes of study to which the module contributes

- BA (Hons) Business Management - optional module
- BA (Hons) Business Management with Finance - optional module
- BA (Hons) Business Management with Global Industries - optional module
- BA (Hons) Business Management with Law - optional module
- BA (Hons) Business Management with Marketing - optional module
- BA (Hons) Applied Business Management - core module
- BSc (Hons) Professional Accounting in Business - core module
- Integrated Masters in Advanced Professional Accounting in Business - core module

8. The intended subject specific learning outcomes.

On successfully completing the module students will be able to:

- 8.1 Demonstrate a systematic understanding of the concept of purpose and the sustainability function, including challenges that sustainability can create in terms of economic, social and environmental value.
- 8.2 Demonstrate an understanding of effective corporate sustainability in line with theoretical concepts such as Triple Bottom Line (TBL).
- 8.3 Critically evaluate the challenges and opportunities faced by business when addressing social and environmental issues.
- 8.4 Demonstrate a detailed knowledge of sustainability strategies and an ability to apply these to complex scenarios.
- 8.5 Demonstrate an in-depth understanding of sustainability accounting and reporting principles.

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8.6 Articulate a supported view of potential future developments in sustainability, primarily from a commercial perspective.

9. **The intended generic learning outcomes.**

On successfully completing the module students will be able to:

- 9.1 Communicate appropriately to both specialist and non-specialist audiences.
- 9.2 Collaborate effectively with others with appropriate professional and cultural awareness.
- 9.3 Present themselves in a way which maximises their personal impact, demonstrating an awareness of different business cultures and environments and adaptability in meeting contemporary challenges posed.

10. **A synopsis of the curriculum**

Module Aims

In this day and age, businesses are expected to act not simply in the interests of their own investors, consumers and employees, but also to act in a responsible way to society and the environment they rely on and operate within. Corporate sustainability is a tool used by organisations to manage these economic, social and environmental impacts and expectations.

This module will provide students with a comprehensive understanding of the opportunities and challenges that social and environmental concerns create for businesses as well as the wider society. By using the concepts such as the Triple Bottom Line (TBL) as a benchmark for effective corporate sustainability, students will be able to explore strategies to manage, measure and report economic, social and environmental sustainability in a corporate setting.

Overview of syllabus

- 1. Introduction to purpose and sustainability
- 2. Economics and Sustainability
- 3. The business case for Sustainability: Challenges and strategic advantages
- 4. Sustainability, risk management and corporate governance
- 5. Climate change and carbon footprint
- 6. Strategies and theoretical frameworks for managing corporate sustainability
- 7. Sustainability and marketing
- 8. Sustainability reporting and accounting
- 9. Sustainable, responsible and impact investing
- 10. Creating sustainable behaviour

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11. Reading List (Indicative list, current at time of publication. Reading lists will be published annually)

- *Corporate Sustainability: Integrating Performance and Reporting*, Ann Brockett, Zabihollah Rezaee, Wiley Corporate F&A
- *The Sustainable MBA : a business guide to sustainability*, Giselle Weybrecht, John Wiley & Sons
- Michael E. Porter & Mark R. Kramer (2011). *Creating Shared Value*, Harvard Business Review, January – February 2011 Issue
- *Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental and Economic Impacts*, Mark J. Epstein, Greenleaf Publishing Limited
- Szigeti (2004) - *Corporate Social Responsibility from Aspect of the Sustainability Development and Stakeholders*
- Vágási (2004) - *Integration of the Sustainability Concept into Strategy and Marketing*
- *Cannibals with Forks*, John Elkington, Capstone Publishing
- *Cradle to Cradle. Remaking the Way We Make Things*, Michael Braungart, North Point Press
- Whiteman, G., Walker, B. & Perego, P. (2013). *Planetary boundaries: Ecological foundations for corporate sustainability*, Journal of Management Studies, 50(2), 207-336.
- Bieker et al (2002) - *Towards Sustainability Balanced Scorecard. Linking Environmental and Social Sustainability to Business Strategy*

Access to a comprehensive online database of journal articles and other relevant publications on the Online Learning Environment.

12. Learning and Teaching methods

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture and one seminar each week.

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|---------------------------------|-----|
| <i>Scheduled Hours:</i> | 25 |
| <i>Placement Hours:</i> | 00 |
| <i>Independent Study Hours:</i> | 125 |
| <i>Total Study Hours:</i> | 150 |

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13. Assessment methods.

13.1 Main assessment methods

This module will be assessed via:

1. a coursework assignment of a maximum of 3,000 words – (70% of overall grade); and
2. a 15 minute individual presentation (10 minutes plus 5 minutes of questions) - (30% of overall grade).

A pass must be achieved in the *coursework* element of assessment in order to pass the module.

13.2 Reassessment methods

14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

| Module learning outcome | | 8.1 | 8.2 | 8.3 | 8.4 | 8.5 | 8.6 | 9.1 | 9.2 | 9.3 |
|---------------------------------|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Learning/teaching method | Hours allocated | | | | | | | | | |
| Private Study | 125 | | | | | | | X | | |
| <i>Lectures</i> | 10 | X | X | X | X | X | X | | | |
| <i>Seminars</i> | 15 | X | X | X | X | X | X | | X | |
| Assessment method | | | | | | | | | | |
| <i>Coursework (3,000 words)</i> | | X | X | X | X | X | X | X | X | X |
| <i>Presentation (15mins)</i> | | X | X | | | | | X | | X |

15. Inclusive module design

The Collaborative Partner recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/ declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

- a) Accessible resources and curriculum
- b) Learning, teaching and assessment methods

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16. Campus(es) or Centre(s) where module will be delivered:

Pearson College London

17. Internationalisation

Students undertaking the Sustainability module are expected to take account of international developments in engaging with the literature as relevant to their study on the module and the projects they must undertake. Overall, they should research and review the latest scholarship and industry standards from a variety of contexts, including regional and global contexts and how they interrelate.

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 18 and 19. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

18. Partner College/Validated Institution:

Pearson College London

19. University School responsible for the programme:

Kent Business School

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FACULTIES SUPPORT OFFICE USE ONLY

Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

| Date approved | Major/minor revision | Start date of the delivery of revised version | Section revised | Impacts PLOs (Q6&7 cover sheet) |
|---------------|----------------------|---|-----------------|---------------------------------|
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