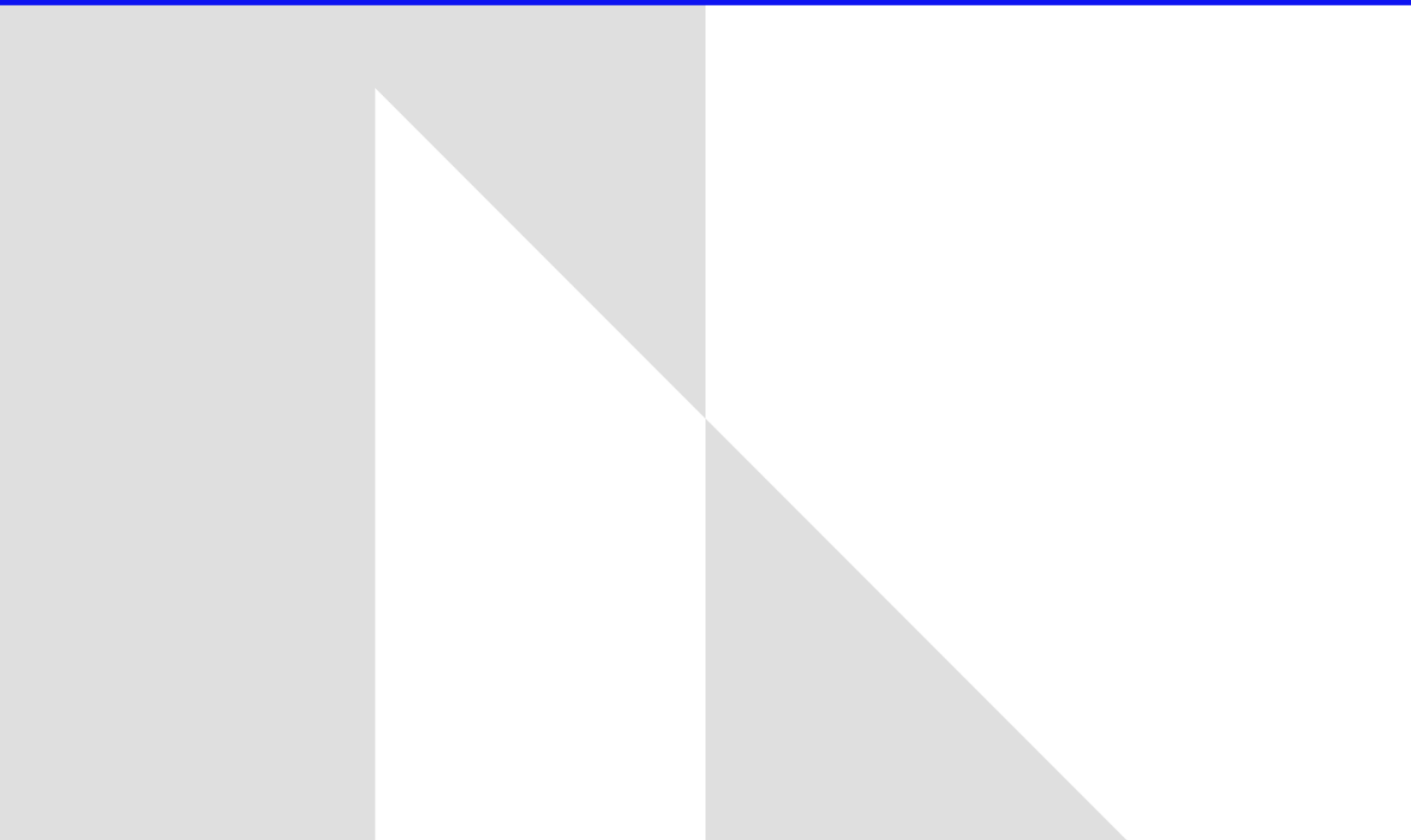


# CORPORATE SUSTAINABILITY



## **Course Description: Corporate Sustainability**

Corporate sustainability is a course that examines the intersection of business operations and environmental and social sustainability. The course is designed to provide students with a deep understanding of the importance of corporate sustainability in today's global business landscape, and how it can be integrated into an organization's strategy, operations, and decision-making processes.

The course typically covers topics such as sustainability reporting, sustainable supply chain management, energy and resource efficiency, stakeholder engagement, and environmental and social risk management. It may also explore case studies of companies that have successfully integrated sustainability into their business practices, as well as those that have faced challenges or controversies related to sustainability issues.

Throughout the course, students may engage in discussions and debates on topics related to corporate sustainability, and participate in group projects and case studies to apply the concepts and theories covered in the course. By the end of the course, students should have a strong understanding of the business case for sustainability, the challenges and opportunities associated with integrating sustainability into business operations, and the tools and strategies that can be used to achieve sustainability goals.

### **Key Topics:**

1. Sustainable business strategies
2. Ethical and social considerations
3. Cultural considerations
4. Environmental considerations
5. Economic considerations

# SYLLABUS

## I. Course Description

- Brief description of the course, its [objectives](#), and [how it will be structured](#)
- Overview of the [topics](#) to be covered in the course

## II. Learning Outcomes

- [Specific skills and knowledge that students will gain by taking the course](#)
- [How these skills and knowledge will be assessed](#)

## III. Course Schedule

- Overview of the course schedule, including the dates of each class meeting and what topics will be covered in each class

## IV. Required Readings

- List of books, articles, and other materials that students will be required to read throughout the course
- Discussion questions or prompts to help guide students in their reading

## V. Course Assignments

- Description of the course assignments, including any writing assignments, group projects, or exams
- Rubrics or grading criteria for each assignment

## VI. Classroom Policies

- Policies on [attendance](#), [participation](#), [late assignments](#), and [academic integrity](#)
- [Accessibility statement](#), outlining any accommodations available to students with disabilities

## VII. Course Resources

- List of resources, including [websites](#), [databases](#), and [online tools](#), that students can use to learn more about Corporate Sustainability
- [Contact information](#) for the instructor and any teaching assistants

## **Course Description:**

This course provides an introduction to sustainability in the business context, exploring the ways in which organizations can integrate sustainable practices into their operations and decision-making. The course is designed to equip students with a comprehensive understanding of the importance of sustainability in the business world, and the strategies and tools that can be used to promote sustainable business practices and create long-term value.

## **Course Objectives:**

By the end of the course, students should be able to:

- Understand the importance of sustainability in the business context
- Analyze the environmental, social, and economic challenges and opportunities associated with sustainability in business
- Evaluate the role of business in achieving sustainability goals
- Develop practical solutions and strategies for promoting sustainable business practices
- Communicate effectively about sustainability and its impact on business and society

## **Course Structure:**

The course will be structured around lectures, class discussions, case studies, and group activities. Each week, students will be assigned readings and other materials to prepare for the upcoming class. During class, the instructor will provide an overview of the week's topic, followed by a discussion of the assigned materials and group activities that allow students to apply what they have learned.

## **Course Topics:**

- Introduction to sustainability in business
- Corporate social responsibility and ethics in business
- Sustainable development and the triple bottom line
- Environmental sustainability in business
- Social sustainability in business
- Economic sustainability in business
- Sustainable business models and practices
- Sustainable supply chains and procurement
- Sustainability reporting and communication
- Sustainability and the future of business

## Learning Outcomes:

Upon completion of this course, students will be able to:

- Demonstrate an understanding of the principles and practices of sustainability in the business context
- Analyze the environmental, social, and economic challenges and opportunities associated with sustainability in business
- Evaluate the role of business in achieving sustainability goals, including social and environmental justice
- Develop practical solutions and strategies for promoting sustainable business practices, including sustainable supply chain management and procurement
- Communicate effectively about sustainability and its impact on business and society, including sustainability reporting and communication
- Apply sustainability principles to real-world business scenarios, and propose sustainable business solutions
- Critically evaluate sustainability reporting frameworks and performance metrics
- Demonstrate proficiency in working collaboratively with peers to address sustainability challenges
- Reflect on their personal values and their role in promoting sustainable business practices.

## Assessment:

Assessment will be based on class participation, individual and group assignments, and a final project. The breakdown of the assessment will be:

- Class participation and engagement: 10%
- Individual assignments and quizzes: 30%
- Group project and presentation: 30%
- Final project or exam: 30%

The learning outcomes will be assessed through a combination of class participation, individual and group assignments, and a final project. These may include written assignments, case studies, group presentations, and reflective essays. The assessment will be based on the extent to which students demonstrate an understanding of course content and apply it effectively to real-world scenarios. The assessment will also measure critical thinking, problem-solving, collaboration, and communication skills, as well as reflection on personal values and the role of the student in promoting sustainable business practices.

## **Course Schedule:**

### **Week 1: Introduction to Sustainability in Business**

- Overview of the course, introduction to sustainability in business, and key concepts
- Defining sustainability and its relevance to business

### **Week 2: Corporate Social Responsibility and Ethics in Business**

- Corporate social responsibility and ethical decision-making
- Stakeholder theory and management
- Corporate governance and accountability

### **Week 3: Sustainable Development and the Triple Bottom Line**

- Introduction to sustainable development and the triple bottom line
- Economic sustainability in business
- Environmental sustainability in business

### **Week 4: Social Sustainability in Business**

- Social sustainability in business, including human rights, labor standards, and community development
- Diversity and inclusion in the workplace

### **Week 5: Sustainable Business Models and Practices**

- Sustainable business models, including circular economy, cradle-to-cradle design, and regenerative business
- Sustainability innovations and emerging trends in business

### **Week 6: Sustainable Supply Chains and Procurement**

- Sustainable supply chain management and procurement
- Supplier relationship management and responsible sourcing

### **Week 7: Environmental Sustainability in Business**

- Environmental risks and opportunities
- Sustainable resource management and eco-design

## **Week 8: Sustainability Reporting and Communication**

- Sustainability reporting frameworks, including the Global Reporting Initiative (GRI) and the Sustainability Accounting Standards Board (SASB)
- Measuring and reporting sustainability performance
- Assurance and third-party verification

## **Week 9: Sustainability and the Future of Business**

- The future of sustainable business and how organizations are adapting
- The role of business in achieving the Sustainable Development Goals (SDGs)

## **Week 10: Final Project and Course Wrap-up**

- Presentation of final project
- Course evaluation and reflection

## **Required Readings:**

### **Week 1:**

- Elkington, J. (1998). *Cannibals with forks: the triple bottom line of 21st century business*. New Society Publishers.
- Linnenluecke, M. K., & Griffiths, A. (2010). Beyond rhetoric: a new agenda for corporate sustainability. *Business Strategy and the Environment*, 19(6), 417-429.

### **Discussion Questions:**

- What are the key concepts of the triple bottom line?
- How can businesses achieve the triple bottom line, and what are the challenges associated with this?
- What are the main arguments for and against the notion of corporate sustainability?

### **Week 2:**

- Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, 34(4), 39-48.
- Crane, A., Matten, D., & Moon, J. (2019). *Corporate social responsibility: Readings and cases in a global context*. Routledge.

### **Discussion Questions:**

- What is the role of business in society, and what responsibilities do businesses have to their stakeholders?
- What are the ethical implications of corporate decision-making, and how can businesses integrate ethics into their operations?
- How can businesses balance the needs of their stakeholders with their own financial objectives?

### **Week 3:**

- Sachs, J. D. (2015). *The age of sustainable development*. Columbia University Press.
- Elkington, J. (1997). Partners for sustainability: Business and the Green Development Agenda. *Development*, 40(4), 30-33.

### **Discussion Questions:**

- What is sustainable development, and how does it relate to the triple bottom line?
- How can businesses contribute to sustainable development, and what are the challenges associated with this?
- What is the role of innovation in achieving sustainable development?

### **Week 4:**

- Carroll, A. B., & Shabana, K. M. (2010). The business case for corporate social responsibility: A review of concepts, research and practice. *International Journal of Management Reviews*, 12(1), 85-105.
- Dahlsrud, A. (2008). How corporate social responsibility is defined: an analysis of 37 definitions. *Corporate Social Responsibility and Environmental Management*, 15(1), 1-13.

### **Discussion Questions:**

- What are the social implications of business decisions, and how can businesses manage these?
- How can businesses promote diversity and inclusion in the workplace?
- What are the main arguments for and against the business case for corporate social responsibility?

### **Week 5:**

- Hawken, P., Lovins, A. B., & Lovins, L. H. (2013). *Natural capitalism: creating the next industrial revolution*. Back Bay Books.
- Elkington, J. (1999). *Cannibals with forks revisited: The triple bottom line of 21st century business*. New Society Publishers.



### **Discussion Questions:**

- What are the key principles of sustainable business models?
- How can businesses create value through sustainability?
- What are the challenges associated with implementing sustainable business models?

### **Week 6:**

- Seuring, S., & Müller, M. (2008). From a literature review to a conceptual framework for sustainable supply chain management. *Journal of Cleaner Production*, 16(15), 1699-1710.
- Walker, H., Di Sisto, L., & McBain, D. (2008). Drivers and barriers to environmental supply chain management practices: Lessons from the public and private sectors. *Journal of Purchasing and Supply Management*, 14(1), 69-85.

### **Discussion Questions:**

- What is sustainable supply chain management, and why is it important?
- How can businesses manage their supply chain risks and opportunities in a sustainable way?
- What are the challenges associated with sustainable supply chain management, and how can businesses overcome them?

### **Week 7:**

- Hart, S. L., & Milstein, M. B. (2003). Creating sustainable value. *Academy of Management Perspectives*, 17(2), 56-67.
- Elkington, J. (1999). Triple bottom line reporting: looking for sustainability. *Australian CPA*, 69(10), 28-33.

### **Discussion Questions:**

- What are the environmental risks and opportunities for businesses, and how can they manage these?
- What is eco-design, and how can it help businesses reduce their environmental impact?
- What are the key principles of a circular economy, and how can businesses transition to this model?

### **Week 8:**

- Global Reporting Initiative. (2016). Sustainability reporting guidelines.
- Sustainability Accounting Standards Board. (2018). SASB Standards.

### **Discussion Questions:**

- What are the key sustainability reporting frameworks, and how can businesses use them?
- How can businesses measure and report their sustainability performance?
- What are the benefits of third-party verification, and how can businesses obtain it?

### **Week 9:**

- Elkington, J. (2018). Green swans: The coming boom in regenerative capitalism. Fast Company.
- United Nations Global Compact. (2019). Global Compact 100: Launching a new index of corporate sustainability.

### **Discussion Questions:**

- What is the future of sustainable business, and how can businesses adapt to it?
- What are the key trends and innovations in sustainable business, and how can businesses incorporate them?
- How can businesses contribute to the achievement of the Sustainable Development Goals (SDGs)?

### **Course Assignments:**

#### **1. Individual Reflection Papers (3 papers, 2 pages each)**

- Students will be required to write three individual reflection papers throughout the course, each reflecting on a specific topic covered in the course. The papers should demonstrate an understanding of the topic and its relevance to the business context, as well as critical thinking and reflection on personal values. Rubrics for grading will include:
  - Demonstration of understanding of the topic and key concepts
  - Critical analysis of the topic and its relevance to business
  - Reflection on personal values and ethical considerations
  - Writing quality, including organization, clarity, and grammar

#### **2. Group Case Study and Presentation**

- Students will work in groups to analyze a real-world case study related to sustainability in business, and develop a presentation that outlines a sustainable business solution to the issues presented in the case. Rubrics for grading will include:
  - Demonstration of understanding of the case study and its relevance to the course topics
  - Analysis of the sustainability issues presented in the case study
  - Development of a sustainable business solution that is practical, feasible, and effective
  - Presentation quality, including organization, clarity, and delivery

### **3. Final Project: Sustainable Business Plan**

- Students will be required to develop a sustainable business plan for a hypothetical business, integrating sustainability principles and practices into the organization's operations and decision-making. The business plan should demonstrate an understanding of the course topics and an ability to apply sustainability principles to a real-world scenario. Rubrics for grading will include:
  - Demonstration of understanding of the course topics and key sustainability principles
  - Analysis of the sustainability challenges and opportunities facing the hypothetical business
  - Development of a comprehensive sustainable business plan that integrates sustainability into all aspects of the organization's operations and decision-making
  - Writing quality, including organization, clarity, and grammar

### **4. Final Exam**

- The final exam will be a written exam that covers the course material, including the required readings, lectures, and class discussions. The exam will be designed to test students' understanding of the key concepts and principles of sustainability in business. Rubrics for grading will include:
  - Demonstration of understanding of the course material and key sustainability principles
  - Critical analysis of sustainability challenges and opportunities in the business context
  - Application of sustainability principles to real-world scenarios
  - Writing quality, including organization, clarity, and grammar

## **Classroom Policies:**

### **Attendance:**

Attendance is mandatory for all class meetings. Absences may be excused in the case of documented illness or emergency, but students are responsible for catching up on any missed material.

### **Participation:**

Active participation in class discussions and group activities is essential to the success of the course. Students are expected to come to class prepared and ready to engage in meaningful dialogue and debate.

### **Late Assignments:**

Late assignments will be accepted up to three days after the due date, but with a penalty of 10% per day. No assignments will be accepted after three days.

## Academic Integrity:

All work submitted in this course must be the original work of the student. Plagiarism, cheating, and other forms of academic dishonesty will not be tolerated and will result in a failing grade for the assignment or the course. Students are expected to adhere to the academic integrity policy of the institution.

## Accessibility Statement:

The instructor is committed to making this course accessible to all students. If you have a disability that requires accommodations, please contact the instructor as soon as possible to discuss your needs. Accommodations may include, but are not limited to, alternative testing arrangements, note-taking assistance, and accessible course materials.

## Course Resources:

### Websites:

- Global Reporting Initiative (GRI): <https://www.globalreporting.org/>
- Sustainability Accounting Standards Board (SASB): <https://www.sasb.org/>
- United Nations Global Compact: <https://www.unglobalcompact.org/>
- Business for Social Responsibility (BSR): <https://www.bsr.org/>
- Corporate Knights: <https://www.corporateknights.com/>

### Databases:

- Dow Jones Sustainability Index: <https://www.spglobal.com/esg/csa/djsi>
- CDP (formerly the Carbon Disclosure Project): <https://www.cdp.net/>
- Climate Disclosure Standards Board (CDSB): <https://www.cdsb.net/>
- Environmental, Social, and Governance (ESG) databases from Bloomberg, MSCI, and S&P Global

### Online Tools:

- B Impact Assessment: <https://bcorporation.net/assessment>
- Natural Capital Protocol: <https://naturalcapitalcoalition.org/protocol/>
- The Sustainability Consortium: <https://www.sustainabilityconsortium.org/>
- GreenBiz: <https://www.greenbiz.com/>