

Course syllabus

Hållbarhet och skapande av företagsvärde Sustainability and Business Value Creation

IMEN45, 5 credits, A (Second Cycle)

Valid for: 2018-2019 XAMIS

Decided by: PLED W

Date of Decision: 2018-03-22

General Information

Main field: Environmental Management and Policy. **Depth of study relative to the degree requirements:** Second cycle, has second-cycle course/s as entry requirements.

Compulsory for: XA_EMP1

Language of instruction: The course will be given in English

Aim

Business organizations are central to the environmental, social and economic impacts of our society, and thus must bear a pivotal role in the significant changes needed for a sustainable world. This course aims to provide students with the skills to critically analyse sustainability approaches, tools, and strategies applied by corporations – and formulate and pitch suggestions for improvement. It also has the purpose to provide the ability to judge the relative degree of maturity and ambition that organisations are displaying as they work with their corporate sustainability strategies.

Learning outcomes

Knowledge and understanding

For a passing grade the student must

- Be able to delineate and explain the relationships between environmental and social action areas; key indicators of business performance; and financial value drivers, as such relate to sustainability and activities of the firm;
- Be able to contrast key components of strategic corporate sustainability strategy approaches put forward in academic and business domains;
- Be able to critically analyse and evaluate the approaches and the implications of specific cases of green business strategies enacted in the market place;
- Be able to apply ecodesign principles in the assessment of product development strategies;
- Be able to describe and analyse new business models related to sustainability;
- Be able to discuss the interlinkage between, corporate strategy, product portfolios, the business model and corporate environmental/sustainability performance;
- Be able to critically discuss the role of intra- and entrepreneurship, and innovation in relation to corporate strategic sustainability management.
- Be able to critically discuss and assess the role of a specific company in relation to broader societal sustainability goals and ideals.

Competences and skills

For a passing grade the student must

- Be able to plan and execute course assignments within given time limits, and applying suitable methods for

completing the assignment;

- Be able to apply specified tool(s) to develop or assess business models for a specific case, and deliver suggestions of new pathways to create value;
- Be able to analyse and assess strategic sustainability related options for specific business cases;
- Be able to deliver written and verbal pitch(es) containing recommendations for strategic sustainability actions/decisions by a company in a form consistent with that of a consultant/advisor to a business organisation.

Judgement and approach

For a passing grade the student must

- Be able to involve the issues of intra-organisational dynamics and intrapreneurship in weighting of decisions for a company;
- Be able to understand and critically reflect upon the role of companies in furthering broader social goals related to sustainable development;
- Be able to understand and critically reflect upon ethical aspects of corporate strategic decision-making, and the influence of societal values upon sustainability strategies;
- Be able to relate the relevance of broader social stakeholders upon the activities of business organisations, and modes by which they can influence the actions of the firm;
- Be able to assess and reflect upon competitive and strategic issues that can constrain companies when they pursue sustainability agendas.

Contents

The course contains and is built upon lectures, case-based teaching seminars and/or workshops. Lectures and seminars are utilised to introduce inter alia: theoretical perspectives; examples of real world industrial and business practice; examples of policy structures and interventions; and a range of management tools; and trends in social and political discourse that affect or are used within sustainability approaches and strategies applied by business organisations. Business management case study assignments and seminars, and applied project assignment(s) are utilised within the course in order to facilitate learning and reflection.

Examination details

Grading scale: TH - (U,3,4,5) - (Fail, Three, Four, Five)

Assessment: Assessment is based on written and oral assignments during the course and a written examination. Assignments include written and oral cases and a project with seminar presentations in groups. Both oral and written components must fulfil basic course criteria and shall be graded. Participation in lectures, seminars, and project work is mandatory. The final individual grade of the course will be based 50% the results of a written exam and 50% on the delivery of written and oral assignments.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Admission

Admission requirements:

- Students should have been admitted to the MSc Programme in Environmental Management and Policy, and have completed a minimum of 15 credits of programme courses

The number of participants is limited to: No

The course overlaps following course/s: IMEN27

Reading list

- According to a literature list that will be available at the latest eight weeks before start of the course on the course web page.

Contact and other information

Course coordinator: Philip Peck, philip.peck@iiee.lu.se

Course homepage: <http://www.iiee.lu.se/education/emp/curriculum>