

H8SBE: Sustainability and Business Ethics

Module Code:	H8SBE
Long Title	Sustainability and Business Ethics APPROVED
Title	Sustainability and Business Ethics
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
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Departments:	School of Business
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Acquire the core historical, technical and regulatory contextual background necessary for the effective development of sustainable business practices.
LO2	Analyse corporate environmental reports, assess investment decisions and interpret strategies with respect to environmental implications, and business sustainability.
LO3	Analyse corporate environmental reports, assess investment decisions and interpret strategies with respect to environmental implications, and business sustainability.
LO4	Produce a corporate environmental report describing a company's record with respect to waste, water and energy consumption, and additional efforts to reduce environmental impact
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	As per programme requirements (outlined in 4.2.2 Minimum requirements for general learning).

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Module Content & Assessment			
Indicative Content			
Part I: Corporate Impact on Environment - Threats and Challenges The first half of the module will give students an understanding of the challenges that corporations face within the context of the natural environment and globalisation, and why businesses need to consider environmental criteria to continue successful operation in the long term.			
Historical Context: The evolution of environmentalism is examined with an emphasis placed on the historical corporate impact on the environment, using case studies such as the Union Carbide gas leak in Bhopal; the 1952 London smog disaster; The Exxon Valdez oil spill; and Three Mile Island near nuclear disaster. As part of this section, we will discuss a wide range of seminal environmental literature, such as Rachel Carson's "Silent Spring"; Garrett Hardin's "Tragedy of the Commons"; and Jared Diamond's "Collapse". This section will give students an understanding of the development of environmental ethics in society.			
Contemporary Environmental Issues: The technical concepts underlying the environmental issues facing business and society will be explained. The environmental issues under investigation will include global climate change, air and water pollution, soil contamination, energy, and biodiversity, among others. The role of business in the cause and prevention of these issues will be examined.			
Environmental Legislation: This section will explain the need for environmental legislation and introduce the various approaches to regulatory development, such as the "command and control" and "self-policing" approaches and the "technology forcing" concept. We will examine current and future legislation, both in Europe and elsewhere in the world, related to the environmental issues studied in section ii. Students will gain an understanding of the regulatory requirements facing businesses today with respect to the environment. From a business perspective, significant regulatory requirements include legislation on product take-back and waste disposal; the protection of endangered species and air and water resources; and new legislation relevant to climate change and greenhouse gas emissions.			
Sustainability: Sustainability is now a fundamental component of international agreements, business charters, and government policies. Understanding sustainability as the incorporation of environmental and related social and economic considerations provides a foundation for solving global business challenges. This section will define the concept of sustainability and include discussion on topics such as sustainable agriculture and sustainable development, both from an urban planning perspective and an international development perspective.			
Fundamentals of Sustainable Management: Environmental management tools include environmental accounting, reporting, auditing, stakeholder management, risk management and insurance schemes. This section examines processes and procedures for monitoring and managing corporate environmental activities. Students will learn how to critically evaluate corporate environmental programs. In addition, they will study a number of internationally recognised guidelines and standards put forward and these set up structured environmental management systems that can be applied across many types of business, such as the Equator Principles and ISO-14001			
Environmental Impact on Corporations - Opportunities and Competitive Advantage The second half of the module (Part II) will give students an understanding of the opportunities corporations can avail of when they embrace the concept of corporate environmentalism through the examination of environmental issues in each of the main areas of business described below.			
Environment, Accounting and Finance: Environmental accounting considers how organisations can "quantify" an organisation's positive and negative impacts on the natural environment by quantifying environmental costs and benefits. This section will teach students how to convert environmental impacts (externalities) into monetary value (natural capital), and how to understand the value of basic tools of environmental accounting, reporting and auditing in assessing the environmental performance of businesses. Students will also examine the concepts of 'ethical investing' and emissions trading.			
Environmental Marketing: Environmental marketing concerns with all aspects of corporate-consumer exchanges. Students will develop an awareness of the environmental attributes of goods and how they can be made known to consumers. They will also learn about utilising environmental concepts for product differentiation and addressing green consumer behaviour.			
Green Operations and Supply Chain Management: "Greening" business operations involves determining how environmental issues can be incorporated into business practices, such as building techniques and product manufacturing, which can significantly reduce input and operating costs for firms. Students will learn about closed-loop supply chains and learn how to conduct a Life Cycle Assessment.			
Eco-Entrepreneurship: Product innovation and eco-entrepreneurship are ways of "doing well while doing good". This section will explore how organisations can address environmental issues through development of new products. Products such as Food Cloud, compostable plastic, and electric vehicles may be used as examples of successful Eco-Entrepreneurship.			
Environmental Stewardship The Competitive Advantage: In a global economy, competitive advantage between organisations is associated in part with good environmental citizenship. This section will discuss how corporations are increasingly collaborating with non-profit organisations, governmental bodies and private companies to address global environmental issues. Students will develop an understanding of the benefits of "green alliances" and corporate social responsibility. The Body Shop International and Ben and Jerry's are examples of potential case studies that could be used to illustrate examples of successful environmental stewardship.			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Case Study	% of total:	60
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: Selected case studies are provided to the students who are expected to read, fully analyse and answer review (exam-like) questions, using their own choice of theoretical framework from the course content. Also, students are required to make that theoretical framework explicit in all their answers.			
Assessment Type:	Project	% of total:	40
Assessment Date:	n/a	Outcome addressed:	1,2,3,4
Non-Marked:	No		
Assessment Description: Students are required to develop and present an environmental sustainability report on a company of their choosing, analysing the environmental impact of the company with respect to waste, energy, and water utilisation among other issues. Students are expected to prepare and deliver a presentation on their reports. The ideal aim of the project is that companies could use this information for submission to environmental awards contests or to reflect on how they might improve their environmental impact based on the students' findings			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Repeat examination <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			
Reassessment Description Any student, who is unsuccessful in their attempt to pass the module by completing the above series of assignments, is required to sit a repeat exam.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	Classroom and demonstrations	36	Per Semester	3.00
Independent Learning	Independent learning	214	Per Semester	17.83
Total Weekly Contact Hours				3.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Rachel Carson. (2000), Silent Spring, Gardners Books, p.323, [ISBN: 978-0141184944].</p> <p>Herman E. Daly, Joshua Farley. (2011), Ecological Economics, Second Edition, Island Press, p.544, [ISBN: 9781597266819].</p> <p>Jared Diamond. (2011), Collapse, Penguin Books, Limited (UK), p.589, [ISBN: 978-0241958681].</p> <p>Chris Goodall. (2012), Sustainability: All That Matters, Teach Yourself, p.160, [ISBN: 978-1444174403].</p> <p>Banerjee, S.B. (2002), "Corporate environmentalism: The construct and its measurement", Journal of Business Research, Vol. 55 No. 1, pp. 177-191.</p> <p>Hardin, Garrett. "The Tragedy of the Commons." Science 162 (1968): 1243–1248.</p>	
<i>Supplementary Article/Paper Resources</i>	
<p>The Harvard Business Review, Journal of World Business, Business Strategy & the Environment.</p> <p>The Financial Times, The Economists, etc.</p> <p>Short talks by reputed lecturers and thinkers on topical issues to be used as triggers to motivate further research, reflexion and discussions.</p> <p>Sources of secondary data relevant to the context of the case studies which could include industry reports, demographics, market research, etc.</p>	
<i>This module does not have any other resources</i>	
Discussion Note:	