

H8CEN: Corporate Environmentalism

Module Code:	H8CEN
Long Title	Corporate Environmentalism APPROVED
Title	Corporate Environmentalism
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 and demonstrate an understanding of climate issues and the related impact upon business
LO2	Discuss and critique business approaches and models of sustainable value creation and sustainable value capture.
LO3	Be able to critically analyse corporate environmental reports, assess investment decisions and interpret marketing strategies with respect to environmental qualities.
LO4	Critically analyse the environmental challenges and opportunities influencing business decision making.
LO5	Analyse and critique the role of business in promoting environmental issues and concerns in domestic and foreign markets.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	As per programme requirements.

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Module Content & Assessment			
Indicative Content			
Climate Change impacts Learners will gain an understanding of the historical issues around climate change and the impacts corporations have had. Case studies such as the BP Gulf Oil spill, the Bhopal disaster and the Fukushima Nuclear Disaster will be examples as corporate impacts upon the environment. Seminal works such as Rachel Carson's Silent Spring, Meadows et al Limits to Growth, Garrett Hardin's Tragedy of the Commons, and Jared Diamonds Collapse will be used to illustrate issues within climate change.			
Biodiversity This section will cover the importance of biodiversity and the impact global business has on transforming the biodiversity of our world. Learners will gain an understanding of the importance biodiversity has across business areas such as supply chain, operations, compliance, and production. Learners will also explore the intrinsic and instrumental values that biodiversity brings to business. Students will also examine the planetary boundaries and what their crossing means in a business context.			
Natural Capital Natural Capital is a concept that perceives resources such as plants, animals, water, and minerals as assets that have significant benefits to society. Natural capital measures the values of our natural world and is expressed in numerous ways. Learners will gain an understanding of natural capital as a measure of national wealth and natural capital accounting.			
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			
Environmental Ethics in Business Ethical considerations about the environment are a shared set of values reflecting the societal and business attitudes, actions and policies that protect ecological systems. Students will explore and critique the wide range of ethical issues regarding business and its relationship to the environment. Issues around the responsibility of businesses to incorporate environmental considerations into strategies are discussed.			
Sustainability Value Capture and Creation Value capture and creation within a business centres on the way companies create value over time. Students will identify how businesses identify key value creation capitals of a business, exploring how they create value in the immediate and long term and contribute to a more sustainable focused enterprise			
Sustainability focused innovation New innovations are becoming increasingly important as people look to develop technologies that mitigate environmental concerns. Such technologies are now an invaluable aspect of businesses as they look to meet national and international regulations. Students will explore how such technologies are altering the nature of practice and how these technologies can be used as ways to future proof social, economic, and environmental activities.			
Environmental Marketing How does communication and marketing play a part in the sustainable development of an organisation? The concepts of both Green marketing and Green washing are becoming dominant consumer issues. 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.			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Presentation	% of total:	40
Assessment Date:	n/a	Outcome addressed:	1,3
Non-Marked:	No		
Assessment Description: Presentation – students are required to present on a topic relating to the material discussed within the module.			
Assessment Type:	Case Study	% of total:	60
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: Case Study 3000 words – Students must develop a case study on a topic relating to the subject of the module and its taught content			
No End of Module Assessment			
No Workplace Assessment			
Reassessment Requirement			
Coursework Only This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.			

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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
Tutorial	Mentoring and small-group tutoring	12	Per Semester	1.00
Directed Learning	Directed e-learning	36	Per Semester	3.00
Independent Learning	Independent learning	166	Per Semester	13.83
Total Weekly Contact Hours				7.00

Module Resources	
<i>Recommended Book Resources</i>	
<p>Jessica Barnes. (2016), Environmental Futures, Wiley-Blackwell, p.0, [ISBN: 9781119278320].</p> <p>Chris Goodall. (2012), Sustainability: All That Matters, Teach Yourself, p.0, [ISBN: 9781444174403].</p> <p>Chandler, D. (2022), Strategic Corporate Social responsibility, 6th Edition. Sage Publishing.</p> <p>Herman E. Daly, Joshua Farley. (2011), Ecological Economics, Second Edition, Island Press, p.541, [ISBN: 9781597266819].</p> <p>Hodges, J, Gill, R. (2014), Sustaining Change in Organisations, Sage Publishing, London.</p> <p>Hull, R.B. Robertson, D.P. Mortimer, M. (2020), Leadership for Sustainability: Strategies for Tracking Wicked Problems, Island Press, Washington.</p> <p>Jared Diamond. (2011), Collapse: How societies choose to fail or survive, Penguin Books, Limited (UK), p.589, [ISBN: 9780241958681].</p> <p>Kopnina, H, Poldner, K. (2022), Circular Economy: Challenges and Opportunities for Ethical and Sustainable Business, Routledge.</p> <p>Lozano, R. (2022), Toward Sustainable Organisations: A Holistic Perspective on implementation Efforts, Springer Nature.</p> <p>Rachel Carson. (2000), Silent Spring, Gardners Books, p.323, [ISBN: 9780141184944].</p> <p>Vollero, A. (2022), Greenwashing: Foundations and Emerging Research on Corporate Sustainability and Deceptive Communication, Emerald Publishing.</p>	
<i>Recommended Article/Paper Resources</i>	
<p>Banerjee, S. B.. (2002), Corporate environmentalism: the construct and its measurement, Journal of Business Research, 55 (1).</p> <p>Hardin, Garrett. (1968), The tragedy of the commons, Science, 162.</p>	
<i>Other Resources</i>	
<p>[Periodical], Harvard Business Review.</p> <p>[Periodical], Journal of World Business.</p> <p>[Periodical], Business Strategy & the Environment.</p> <p>[Periodical], The Financial Times.</p> <p>[Periodical], The Economist.</p> <p>[Video lectures/talks], TED, iTunes U. Unavailable.</p> <p>[Data bases], OECD, European Statistics Office, Central Statistics Office (Ireland). Unavailable.</p> <p>[Journal], Sustainability An Open Access Journal from MDPI.</p> <p>[Journal], Nature Sustainability.</p> <p>[Journal], Sustainable Futures Journal ScienceDirect.com by Elsevier.</p> <p>[Website], THE 17 GOALS Sustainable Development (un.org).</p> <p>[Website], Transforming our world: the 2030 Agenda for Sustainable Development Department of Economic and Social Affairs (un.org).</p> <p>[Website], Resources Natural Capital Ireland.</p> <p>[Website], Biodiversity-for-Business.pdf (bitc.ie).</p> <p>[Website], What is Sustainable Value Creation and How Can You Apply It Today? – Smarter-Companies Blog.</p> <p>[Website], Capturing value in the circular economy - Ramboll Group.</p>	
Discussion Note:	