

MODULE SPECIFICATION PROFORMA

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| Module Title: | Emphasising the Environment | Level: | 7 | Credit Value: | 20 |
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| Module code: | BUS7AL | Is this a new module? | YES | Code of module being replaced: | N/A |
|---------------------|--------|------------------------------|-----|---------------------------------------|-----|

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| Cost Centre: | GAMP | JACS3 code: | N215 |
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| Trimester(s) in which to be offered: | 1, 2 & 3 | With effect from: | September 17 |
|---|----------|--------------------------|--------------|

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| School: | North Wales Business School | Module Leader: | Dr Jan Green |
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| Scheduled learning and teaching hours | 33 hrs |
| Guided independent study | 167 hrs |
| Placement | 0 hrs |
| Module duration (total hours) | 200 hrs |

| Programme(s) in which to be offered | Core | Option |
|--|--------------------------|-------------------------------------|
| MBA | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| MBA (International) | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| MBA (Asset Management) | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

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| Pre-requisites |
| None |

Office use only

Initial approval January 17

APSC approval of modification August 17 (change to option on MBA route)

Version 2

Module Aims

To place corporate social responsibility into context from an historical perspective and chart more recent developments as compliance and business ethics receive greater prominence at both corporate level and within global society that draws on aspects which clearly link to the range of routes available on the programme.

To explore the application and wide-ranging potential benefits that may be derived from implementing sustainability and social responsibility practices as organizational practice.

Intended Learning Outcomes

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

At the end of this module, students will be able to

Key Skills

| At the end of this module, students will be able to | | Key Skills | |
|---|--|------------|-----------|
| 1 | To provide a longitudinal, critical insight into the development and progression of environmental emphasis within the context of business and management | KS1 | KS5 |
| | | KS2 | KS6, KS7 |
| | | KS8, KS9 | KS10 |
| 2 | To critically analyse the concept of business ethics, drawing on real world examples by way of illustration | KS1, KS2 | KS6 |
| | | KS3 | KS7, KS8 |
| | | KS4, KS5 | KS9, KS10 |
| 3 | To prepare a structured plan to support a strategic organizational aim to emphasize the environment in a team, departmental, functional or overall context | KS1 | KS5 |
| | | KS3 | KS6, KS7 |
| | | KS4 | KS9, KS10 |
| 4 | To synthesize the potential benefits of incorporating sustainable issues as an organizational behaviour, value and belief. | KS1 | KS5, KS6 |
| | | KS3 | KS7 |
| | | KS4 | KS9 |

Transferable/key skills and other attributes

Sustainable practices and ethical approaches to business and management which incorporate social, economic and environmental concerns.

Derogations

None

Assessment:

Assessment 1: Course work - students will be required to critically discuss the historical developments of relevance to the global environment and provide a contemporary view which incorporates business ethics and makes clear reference to an example linked to the student's elected specialism. The coursework will identify strategy aims of importance to the business environment and include a supporting aim, justification, actions, a timescale and monitoring mechanisms.

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) | Duration (if exam) | Word count (or equivalent if appropriate) |
|-------------------|-----------------------------|--------------------|---------------|--------------------|---|
| 1 | 1, 2, 3, 4 | Coursework | 100% | | 3500 |

Learning and Teaching Strategies:

Opportunities are provided for students to learn through the use and analysis of information to reach informed decisions that are influential, effectively communicated to demonstrate a professional and independent approach with leadership acumen. Lectures will deliver academic theory and models as a foundation from which to relate the body of knowledge to environmental issues which receive prominence in the media. Students will be encouraged to draw on their own experiences of environmental occurrences from a political, social and economic perspective to evaluate the range of stakeholder perspectives and consider future directions for the subject to encourage creative thinking and development of solutions that effectively link to their chosen programme route.

Syllabus outline:

What is Corporate Social Responsibility: Foundations and evolution
 Drivers of corporate social responsibility
 Corporate rights and responsibilities
 Stakeholders and corporate social responsibilities
 Socially responsible investment and economics
 Compliances and accountabilities
 Sustainable development
 Implementing corporate social responsibility
 Business ethics

Bibliography:

Essential reading

Chandler, D., (2016) Strategic Corporate Social Responsibility, Sage Publications, London
Weybrecht, G. (2013) The Sustainable MBA: A Business Guide to Sustainability, 2nd Edn., John Wiley, Chichester.

Other indicative reading

Blowfield, M. (2012) Business and Sustainability, Oxford University Press, Oxford
Rosenberg, M. (2015) Strategy and Sustainability, Palgrave Macmillan, Basingstoke.
Stoner, J. (2010) Global Sustainability as a Business Imperative, Oxford University Press, Oxford.
Young, S.T. and Dhanda, K.K. (2013) Sustainability, Sage Publications, London.
Worthington, I. (2013) Greening Business, Oxford University Press, Oxford.

Websites:

www.icrs.org – Institute of Corporate Responsibility and Sustainability
www.iso.org – International Standards Organization (ISO14001)