

Valid for 2022.FS

Module Name: Carbon Literacy for Business Managers			
Module Code	w.BA.XX.2CLBM.XX		
Module Description	Students understand basic challenges for companies arising from climate change and related technological, political, and socio-economic developments. The module addresses overall approaches and portrays current company examples of how business managers can mitigate corporate risks and seize business opportunities in the climate change field.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PIE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - General Management (Flex) § Business Administration - Risk and Insurance § International Management 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
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ECTS	3		
Organizational Unit	W Abteilung International Business		
Module Coordinator	Grégoire Meylan (melg)		
Deputy Module Coordinator	Paula Mónica Castro Pareja (casp)		
Prerequisite Knowledge	Fundamentals of business administration		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § Can describe solid and basic research on causes of climate change and its implications for societies and economies § Can describe basic political developments and relevant regulations that companies face in the climate change realm § Can explain possible management measures for companies on how to mitigate climate change, decrease related corporate risks and seize business opportunities in climate sensitive societies § Can describe sustainability innovations and sustainable business models for mitigating climate change § Can identify business opportunities emerging from climate change 		

Module Content	§ Business players & the physical environment – connections, dependencies, approaches § Understanding climate change – the environmental sciences background § International climate policy & economics – from negotiations to governance § Climate change management in businesses I – business strategies & environmental management § Climate change management in businesses II – technologies for eco-controlling § Innovation & climate change – ideas for mitigation and adaptation § Sustainable business models/eco-entrepreneurship – doing business in a changing world		
Links to other modules	The content of this module is linked to the following module: w.BA.XX.2ICRM.XX		
Methods of Instruction	§ Lecture § Case Studies	Social Settings Used: Group Work	
Digital Resources	§ Reader § Practice and Application Exercises (with Key) § Case Studies (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	14 h	14 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	14 h	14 h	62 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Oral exam		15	50,00 %
Permitted Resources	Permitted resources to be communicated.		
Others			
	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	30	50,00 %
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	English		
Compulsory Reading	Pinske, J. & Kolk, A. (2009). International Business and Global Climate Change. New York: Routledge. ISBN 978-0415415538.		
Recommended Reading	-		
Comments	In spring semester 2022, the module will be taught face-to-face, but only if the ZHAW protection concept allows it. If the protection concept does not allow it, the module will be taught in a hybrid format, with half the class coming to class on campus while the other half is taught online (alternating). If this is not possible, the module will be taught in an online format. The time of 30 minutes for the presentation consists of 15 minutes for the actual presentation and 15 minutes for the discussion.		