

Valid for 2024.HS

Module Name: Sustainability	
Module Code	w.MA.XX.SUST.23HS
Module Description	<p>How is sustainability transforming the business world? And how do technological innovations reshape corporate approaches to environmental and social responsibility? The field of sustainability is rapidly evolving, influenced by global climate agreements and internal corporate strategies aimed at fostering a sustainable future. This module delves into the multifaceted nature of sustainability within the business context, highlighting the critical role that corporations play in addressing environmental and societal challenges, and how integrating sustainability approaches is crucial for future-proofing businesses. The module is designed for students with a keen interest in understanding and contributing to sustainability in the business sector. Students should possess a strong desire to explore how sustainable practices can be integrated into corporate strategies and the innovative technologies driving this change. The module covers the basics of environmental and social sustainability, providing students with a solid understanding of sustainability's core principles and its importance to business and society. We will examine major climate milestones, such as the Paris Agreement, their impact on business operations, and how companies are adapting to meet these global commitments, for example through sustainable supply chains, environmental, social, and corporate governance (ESG), and greenhouse gas (GHG) reporting. A significant focus will be on how businesses are internally addressing sustainability, from reducing carbon footprints to fostering inclusive and sustainable corporate cultures. The module explores cutting-edge innovations that offer promising solutions to enhance corporate sustainability. These technologies not only help in reducing environmental impact but also in achieving greater efficiency and transparency in sustainable practices. The module will be delivered through a combination of lectures, with various guest inputs, and interactive debates. We will engage with case studies of companies that are pioneers in sustainability, analyzing challenges and strategies. The module structure encourages active participation with opportunities for students to present their opinions on specific topics related to business sustainability innovations. This module aims to equip future leaders with the knowledge, skills, and innovative mindset required to drive sustainable practices within the corporate world. By understanding the intersection of business and sustainability, students will be prepared to make significant contributions to a more sustainable and equitable global economy.</p>
Program and Specialization	§ Business Administration - Specialization in Innovation and Entrepreneurship § Business Administration - Specialization in Marketing
Legal Framework	Academic Regulations MSc in Business Administration dated 04.06.2009, Appendix to the Academic Regulations for the degree program in Business Administration (Innovation and Entrepreneurship), first adopted on 01.09.2019
Module Category	Module Type: Compulsory Elective
ECTS	3
Organizational Unit	W Institut für Innovation&Entrepreneurship
Module Coordinator	Devon Wemyss (wemy)
Deputy Module Coordinator	-
Prerequisite Knowledge	<ul style="list-style-type: none"> • Basic knowledge of business concepts • Ability to read and understand research papers and texts in English
Contribution to Program Learning Goals (Affected by Module)	§ Professional Competence § Methodological Competence § Social Competence § Self-Competence
Contribution to Program Learning Objectives	Professional Competence § 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 § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation

	Social Competence § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change		
Module Learning Objectives	Students... § understand the historical context of (multi-dimensional) sustainability § understand the context within which corporate sustainability strategies are made and interpret business decisions from a sustainability perspective § understand where sustainability plays a role in core business processes § assess the ethical dimensions of sustainability § understand how innovation interacts with sustainable business strategies and operations § critically analyze, discuss, and debate the impact of business on sustainability and the integration of sustainability into business strategy and operations		
Module Content	§ Sustainability context: history; international/national agreements; environmental, social, and economic sustainability; ethics and critical thinking § Sustainability in business: ESG and GHG reporting; circular economy; offsetting and inssetting; ethical supply chains § Innovation & sustainability: Renewable energy technologies; AI and blockchain; social innovation		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Exercises	Social Settings Used: § Individual Work § Pair Work § Group Work	
Digital Resources	§ Reader § Teaching Materials		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	22 h	22 h	
Excercise	6 h	6 h	
Project Work	-	-	
Seminar	-	-	
Total	28 h	28 h	34 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others			
	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	30	100,00 %
Students are not allowed to revise and resubmit performance assessment tasks.			
Classroom Attendance Requirement	Mandatory Attendance: Other Necessary attendance for debate dates (3x in semester)		
Language of Instruction/Examination	English		
Compulsory Reading	-		
Recommended Reading	Further reading materials will be assigned at the beginning of the semester. Participants are expected to read the material to prepare for class.		
Comments	-		