

# American College Dublin

2 Merrion Square, Dublin 2  
T: +353 1 676 89 39  
F: +353 1 676 89 41  
admissions@iamu.edu  
www.iamu.edu | www.acd.ie

## IB308 SUSTAINABLE BUSINESS

<b>Credits:</b>	3 US credits / 6 ECTS credits
<b>Credit level:</b>	Stage one
<b>Prerequisites:</b>	None
<b>Mandatory:</b>	Yes
<b>Contact hours:</b>	40
<b>Academic Year:</b>	2016/17
<b>Semester:</b>	2
<b>Lecturer:</b>	Mr. Deepak Saxena

### MODULE DESCRIPTION

Introduces the student to the issues of sustainability and how these are impinging on the world of business. The course will examine the various international agreements and organisations that influence the relationships between business and sustainability. It will also examine the most important issues such as corporate social responsibility, the triple bottom line, eco-entrepreneurship and a range of strategic tools used by business in moving towards sustainability.

### MODULE LEARNING OBJECTIVES

At the end of this course successful students will:

1. to develop in-depth understanding of the main issues of sustainability and their relationship to the world of business
2. To appreciate the relationship of globalisation, international trade, business ethics with business sustainability
3. To discuss and debate the main topics and issues concerning corporate social responsibility and the business environment
4. To understand the issues related to measurements associated with sustainable business
5. To develop a critical understanding of the link between sustainability, and innovation and requirements towards developing sustainable business
6. To appreciate the current debates around the idea of sustainable business

## LEARNING OUTCOMES MAP.

Learning Outcomes	Content	Delivery	Assessment
1	All Sections	Lectures, readings, multi media presentations	Quizzes, Case-studies, Assignment, Final exam
2	Section 3,4	Lectures, readings, multi-media presentations	Quizzes, Assignment
3	Section 5, 6	Lectures, readings, multi media presentations	Assignments, exams
4	Section 7	Lectures, readings, multi media presentations,	Presentations, assignments and exams
5	Section 8,9	Lectures, readings, multi media presentations	Presentations, exams
6	Section 2,10	Lectures, readings, multi media presentations	assignments

## COURSE OUTLINE

1. Sustainable development and international agreements
2. Introduction to business sustainability
3. Globalization, international trade and sustainability
4. Business ethics and sustainability
5. Corporate social responsibility
6. Triple bottom line
7. Measurements for sustainability
8. Sustainability, innovation and eco-entrepreneurship
9. Towards sustainable business
10. Current debates on sustainability

## WEIGHTING

- 10%
- 10%
- 10%
- 10%
- 10%
- 10%
- 10%
- 10%
- 10%
- 10%

## READING LIST

Most of the lectures are based on publicly available reports or academic papers. These readings will be available on Moodle and students are expected to read these before coming to the class.

## SUPPLEMENTARY READING LIST

State of the World Report 2013– Worldwatch Institute, Earthscan

Stareky R & Welford R 2001 (Editors) Business and Sustainable Development. Earthscan

Meadows. D, Randers. J, Meadows. D, 2005. Limits to Growth – the 30 year update.

Earthscan

Business and the Environment 2000 – Harvard Business Review. Harvard Business School Press

Nattrass. B, and Altomare. M, 2006. The Natural Step for Business – Wealth, Ecology and the Evolutionary Company. New Society Publishers  
 Hawken. P, Lovins. A and Lovins. L, 1999. Natural Capitalism – creating the next industrial revolution. Little Brown

### NEWSPAPERS & PUBLICATIONS

Irish Independent	Sunday Business Post	Business Week
Irish Times	Wall Street Journal	Business & Finance
Financial Times	The Economist	Newsweek

### INTERNET WEBSITES

<a href="http://www.ireland.com/newspaper/">http://www.ireland.com/newspaper/</a>	<a href="http://www.cso.ie/">http://www.cso.ie/</a>
<a href="http://www.guardian.co.uk/">http://www.guardian.co.uk/</a>	<a href="http://www.comhar-nsdp.ie">www.comhar-nsdp.ie</a>
<a href="http://www.economist.com/">http://www.economist.com/</a>	<a href="http://www.esri.ie/">http://www.esri.ie/</a>
<a href="http://www.bitc.ie">www.bitc.ie</a>	<a href="http://www.lazyenvironmentalist.com">www.lazyenvironmentalist.com</a>
<a href="http://www.thetriplebottomline.net">www.thetriplebottomline.net</a>	<a href="http://www.rprogress.org">http://www.rprogress.org</a>
<a href="http://www.wbcds.org">www.wbcds.org</a>	

### ASSESSMENT/GRADING

Assessment will take the form of:

Quizzes	10%
Group Assignment	30%
Final exam	<u>60%</u>
<b>Total</b>	<b>100%</b>

#### Short Quizzes

There will be three 20 minutes quizzes during the course. Final grade will be based on marks obtained in these quizzes.

#### Group Assignment

Students will be divided into groups. Each group has to pick a company and study its sustainability/CSR report along with other press coverage. The group has to analyse and present if and to what extent their chosen company follow sustainable business practices. Assessment will be in the form of project report (60%) and presentation (40%). All members of the group should be present on the day of presentation.

#### Exam

The end of semester examination will be two hours long with students asked to answer 3 questions out of a total of 5. The exam will cover material from the whole course.

#### Grading

Each component of the course will be assessed separately. Students will be graded according to the attached grading system as outlined in the HETAC Marks and Standards 2009, available at: [http://www.hetac.ie/docs/Assessment\\_and\\_Standards\\_2009.pdf](http://www.hetac.ie/docs/Assessment_and_Standards_2009.pdf) (page 23).

### **ATTENDANCE**

Class attendance is necessary for the achievement of intended learning outcomes. In the case of illness it is the student's responsibility to telephone the College office to notify the lecturer (see *Academic Policies and Procedures* in the ACD Catalogue and the QA Manual).

### **ACADEMIC DISCIPLINE**

Refer to the subsection on Academic Discipline in the current ACD Catalogue and QA Manual.