

FB6876P: THINKING & PRACTICE OF SUSTAINABLE BUSINESS

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Thinking & Practice of Sustainable Business

Subject Code

FB - College of Business (FB)

Course Number

6876P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive mode: 2 days

Credit Units

1

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to introduce the best practice of management in global and leading companies (mainly transnationals). We are primarily focusing on the challenges to business, and the practical approaches to deal with them. The course contains the 4 following modules: 1) mission, vision, values; 2) strategy, organization, system; 3) products, solutions and branding; 4) sustainable business. In this course, we emphasize interactive learning, not only a series of methodology and framework of management is discussed, but also 4 case studies will be carried out, in order to let the students understand and master the useful skills of thinking, designing and executing management activities. The fundamental concepts studied in this course will reappear in many other classes and business settings.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand the challenges to business and way of thinking to lead the journey of sustainable business activities		x	x	x
2	Apply various approaches to enhance enterprise capability when dealing the challenges and archiving sustainable growth goals		x	x	x
3	Draw on the experiences as the benchmark of leading companies in the field of management		x	x	x
4	Gain practical skills in strategy, operation, and leadership		x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Interactive discussion	In class discussion around key concepts for clarification and in-depth understanding	1, 2, 3, 4
2	Lecturing	In class explaining a set of systematic knowledge of the related theories and tools	1, 2, 3, 4
3	Group case study	Dived into groups to exercise case studies	1, 2, 3, 4

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class participation	1, 2, 3, 4	100

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Participation

Criterion

Participation in class activities and site visits

Pass (P)

(P) Actively participate in class activities and sites visits

Failure (F)

(F) Lack of adequate participation in class activities and sites visits

Part III Other Information

Keyword Syllabus

- Mission, vision, values and corporate culture
- Strategy, operational management and organizational development
- Product, services, brands
- Sustainable business thinking and practice

Reading List**Compulsory Readings**

	Title
1	UN Sustainability Goals 2030 (UNSDG2030) (United Nations Sustainable Development Group: Home)
2	《社会责任、价值共享与治理之道》蔡洪滨
3	《战略管理:利益相关者方法》(美) R. 爱德华·弗里曼 (R. Edward Freeman)
4	《吕建中：可持续商业的新生态、新范式和新领导力》 http://www.chinadevelopmentbrief.org.cn/news-23540.html 吕博士可持续商业系列论文：吕博士 可持续商业范式 - 国内版 Bing

Additional Readings

	Title
1	Nil