

# GE2220: SUSTAINABLE BUSINESS: DOING GOOD BUSINESS WHILE DOING GOOD

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## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Sustainable Business: Doing Good Business While Doing Good

### Subject Code

GE - Gateway Education

### Course Number

2220

### Academic Unit

Marketing (MKT)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

B1, B2, B3, B4 - Bachelor's Degree

### GE Area (Primary)

Area 2 - Study of Societies, Social and Business Organisations

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Generally none

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

This course aims to provide an understanding of sustainable business. Students are expected to gain a broad understanding of business and the interconnectedness between business and its environment. Through a range of interactive learning experiences, students will ultimately create implementable plans to create or change business organizations so that they have no negative impact on their environment. We explore the meaning of sustainability, dimensions of sustainability, learn how to keep score of the business impact in each dimension, strategies for achieving sustainability, and implementation plans. Students will engage in projects based learning and apply their knowledge and skills to the application of sustainable business challenges.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate the capacity for self-directed learning to understand the principles of business operation.		x	x	x
2	Explain the basic methodologies and techniques of inquiry in business, so as to recognize the connectedness and conflict between business operation and sustainability.		x	x	x
3	Interpret information and numerical data to systematically assess the impact of a business on its environment and its stakeholders.		x	x	x
4	Value ethical and socially responsible actions in business and especially marketing.		x	x	x
5	Demonstrate critical thinking skills in proposing and defending plans to achieve sustainability in business.		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.

**Teaching and Learning Activities (TLAs)**

	<b>TLAs</b>	<b>Brief Description</b>	<b>CILO No.</b>	<b>Hours/week (if applicable)</b>
1	Seminars	Concepts and knowledge of sustainable business are explained through lectures. Students are given exercises that cover different sustainability topics and are encouraged to discuss with classmates in every lecture. These exercises help students to visualize the key concepts and theories related to sustainability. Some active learning activities (such as field trip, guest talk etc.) will also be arranged to improve their understanding on the real-life situation.	1, 2, 3, 4	
2	Group Project	Student groups will take on the roles of consulting teams and create a detailed sustainability assessment of a company, including proposals for the design of better procedures improved organizational performance relative to sustainability principles.	1, 2, 3, 4, 5	
3	Readings	Students are required to read the assigned materials provided by the lecturer. These readings provide students opportunity to think through the concepts and their applications in the business.	1, 2, 3, 4	

**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1 Class Activities Students can participate in several ways. We expect question asking during panel sessions and active dialog in tutorial sessions. Individual/group exercises and case study discussion on sustainability are arranged to provide students the opportunities to apply the concepts in different contexts.	2, 4	30	
2 Group Project Report and Presentation Students will be evaluated on the writing of a consultancy report and presentation of that report, including input from the organization for which the report is written, and peer feedback.	1, 3, 4, 5	35	

**Continuous Assessment (%)**

65

**Examination (%)**

35

**Examination Duration (Hours)**

2

**Assessment Rubrics (AR)****Assessment Task**

Class Activities

**Criterion**

1. Demonstrate self directed learning
2. Explain methods of inquiry
3. Interpret information
4. Value ethical actions
5. Demonstrate critical thinking

**Excellent (A+, A, A-)**

1. Demonstrate high capacity for self-directed learning to understand the principles of business operation.
2. At a high level of detail and accuracy be able to explain methods of inquiry useful in analyzing the relationship between business and sustainability.

3. Demonstrate profound understanding of the impact of a business on its environment and stakeholders.
4. Demonstrate profound ability to recognize ethically conflicting choices and consistent ability to make ethical choices.
5. Demonstrate profound ability to analyze and critically judge a broad range of issues concerning sustainability in business.

**Good (B+, B, B-)**

1. Demonstrate significant capacity for self-directed learning to understand the principles of business operation.
2. At a significant level of detail and accuracy be able to explain methods of inquiry useful in analyzing the relationship between business and sustainability.
3. Demonstrate significant understanding of the impact of a business on its environment and stakeholders.
4. Demonstrate significant ability to recognize ethically conflicting choices and reliable ability to make ethical choices.
5. Demonstrate significant ability to analyze and critically judge a broad range of issues concerning sustainability in business.

**Fair (C+, C, C-)**

1. Demonstrate moderate capacity for self-directed learning to understand the principles of business operation.
2. At a moderate level of detail and accuracy be able to explain methods of inquiry useful in analyzing the relationship between business and sustainability.
3. Demonstrate moderate understanding of the impact of a business on its environment and stakeholders.
4. Demonstrate moderate ability to recognize ethically conflicting choices and moderate ability to make ethical choices.
5. Demonstrate moderate ability to analyze and critically judge a considerable range of issues concerning sustainability in business.

**Marginal (D)**

1. Demonstrate basic capacity for self-directed learning to understand the principles of business operation.
2. At a basic level of detail and accuracy be able to explain methods of inquiry useful in analyzing the relationship between business and sustainability.
3. Demonstrate basic understanding of the impact of a business on its environment and stakeholders.
4. Demonstrate basic ability to recognize ethically conflicting choices and basic ability to make ethical choices.
5. Demonstrate basic ability to analyze and critically judge an essential range of issues concerning sustainability in business.

**Failure (F)**

1. Demonstrate little or no evidence of self directed learning.
2. Little or no ability to explain methods of inquiry.
3. Demonstrate little or no understanding of the impact of a business on its environment and stakeholders.
4. Demonstrate little or no ability to recognize ethically conflicting choices and basic ability to make ethical choices.
5. Demonstrate little or no ability to analyze and critically judge an essential range of issues concerning sustainability in business.

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**Assessment Task**

Group Project Report and Presentation

**Criterion**

1. Demonstrate self directed learning
2. Explain methods of inquiry
3. Interpret information
4. Value ethical actions
5. Demonstrate critical thinking

**Excellent (A+, A, A-)**

1. Demonstrate high capacity for self-directed learning to understand the principles of business operation.
2. At a high level of detail and accuracy be able to explain methods of inquiry useful in analyzing the relationship between business and sustainability.
3. Demonstrate profound understanding of the impact of a business on its environment and stakeholders.
4. Demonstrate profound ability to recognize ethically conflicting choices and consistent ability to make ethical choices.
5. Demonstrate profound ability to analyze and critically judge a broad range of issues concerning sustainability in business.

**Good (B+, B, B-)**

1. Demonstrate significant capacity for self-directed learning to understand the principles of business operation.
2. At a significant level of detail and accuracy be able to explain methods of inquiry useful in analyzing the relationship between business and sustainability.
3. Demonstrate significant understanding of the impact of a business on its environment and stakeholders.
4. Demonstrate significant ability to recognize ethically conflicting choices and reliable ability to make ethical choices.
5. Demonstrate significant ability to analyze and critically judge a broad range of issues concerning sustainability in business.

**Fair (C+, C, C-)**

1. Demonstrate moderate capacity for self-directed learning to understand the principles of business operation.
2. At a moderate level of detail and accuracy be able to explain methods of inquiry useful in analyzing the relationship between business and sustainability.
3. Demonstrate moderate understanding of the impact of a business on its environment and stakeholders.
4. Demonstrate moderate ability to recognize ethically conflicting choices and moderate ability to make ethical choices.
5. Demonstrate moderate ability to analyze and critically judge a considerable range of issues concerning sustainability in business.

**Marginal (D)**

1. Demonstrate basic capacity for self-directed learning to understand the principles of business operation.
2. At a basic level of detail and accuracy be able to explain methods of inquiry useful in analyzing the relationship between business and sustainability.
3. Demonstrate basic understanding of the impact of a business on its environment and stakeholders.
4. Demonstrate basic ability to recognize ethically conflicting choices and basic ability to make ethical choices.
5. Demonstrate basic ability to analyze and critically judge an essential range of issues concerning sustainability in business.

**Failure (F)**

1. Demonstrate little or no evidence of self directed learning.
2. Little or no ability to explain methods of inquiry.
3. Demonstrate little or no understanding of the impact of a business on its environment and stakeholders.
4. Demonstrate little or no ability to recognize ethically conflicting choices and basic ability to make ethical choices.
5. Demonstrate little or no ability to analyze and critically judge an essential range of issues concerning sustainability in business.

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**Assessment Task**

Final Examination

**Criterion**

1. Demonstrate self directed learning
2. Explain methods of inquiry
3. Interpret information
4. Value ethical actions
5. Demonstrate critical thinking

**Excellent (A+, A, A-)**

High ABILITY to grasp all aspects of the course content, and discuss the main issues.

**Good (B+, B, B-)**

Significant ABILITY to grasp all aspects of the course content, and discuss the main issues.

**Fair (C+, C, C-)**

Moderate ABILITY to grasp all aspects of the course content, and discuss the main issues.

**Marginal (D)**

Basic ABILITY to grasp all aspects of the course content, and discuss the main issues.

**Failure (F)**

Not even reaching marginal levels of ABILITY to grasp all aspects of the course content, and discuss the main issues.

## Part III Other Information

### Keyword Syllabus

Sustainability, theories of sustainability, triple bottom line, corporate social responsibility, psychology of consumption, consumer welfare, sustainability metrics, simulation, strategies and tools, new product development for sustainability, designing the sustainable business, special topics.

### Reading List

#### Compulsory Readings

Title	
1	Peterson, Mark (2012), "Sustainable Enterprise", Sage.

#### Additional Readings

Title	
1	Epstein, Marc J. (2014), "Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental and Economic Impacts (Business)", Berrett-Koehler Publishers.
2	Esty, Daniel C. (2011), "Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage", Wiley Publishing.
3	Hitchcock, Darcy (2009), "The Business Guide to Sustainability: Practical Strategies and Tools for Organizations", Earthscan Publications Ltd.
4	Makower, Joel (2009), "Strategies for the Green Economy: Opportunities and Challenges in the New World of Business", McGraw-Hill.
5	Sanders, Tim (2008), "Saving the World at Work: What Companies and Individuals Can Do to Go Beyond Making a Profit to Making a Difference", Crown Business.
6	Savitz, Andrew W. (2014), "The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social and Environmental Success--and How You Can Too", Jossey-Bass.

## Annex (for GE courses only)

**A. Please specify the Gateway Education Programme Intended Learning Outcomes (PILOs) that the course is aligned to and relate them to the CILOs stated in Part II, Section 2 of this form:**

Please indicate which CILO(s) is/are related to this PILO, if any (can be more than one CILOs in each PILO)

**PILO 1: Demonstrate the capacity for self-directed learning**

1

**PILO 2: Explain the basic methodologies and techniques of inquiry of the arts and humanities, social sciences, business, and science and technology**

2

**PILO 3: Demonstrate critical thinking skills**

5

**PILO 4: Interpret information and numerical data**

3

**PILO 5: Produce structured, well-organised and fluent text**

1

**PILO 6: Demonstrate effective oral communication skills**

2

**PILO 7: Demonstrate an ability to work effectively in a team**

3

**PILO 9: Value ethical and socially responsible actions**

4

**PILO 10: Demonstrate the attitude and/or ability to accomplish discovery and/or innovation**

5

**B. Please select an assessment task for collecting evidence of student achievement for quality assurance purposes. Please retain at least one sample of student achievement across a period of three years.**

**Selected Assessment Task**

Group Project Report.