Zurich University
of Applied Sciences

**zh
aw** School of
Management and Law

# Module description: Sustainability

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| **Module Code** | w.MA.XX.SUST.23HS |
| **ECTS Credits** | 3 |
| **Language of Instruction/Examination** | English |
| **Module Description** | 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 explores 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 innovations in governance and 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. Overall, we explore together where tensions and trade-offs emerge for sustainable businesses in the context of capitalism and a warming planet. The module will be delivered through a combination of lectures, with various guest inputs, and interactive debates (the course is 100% in-person). 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 questions, opinions, and critiques as we navigate this complex field. 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 issues at the intersection of business and sustainability, students will be prepared to make significant contributions to a more sustainable and equitable global economy. |
| **Organizational Unit** | Institut für Innovation&Entrepreneurship |
| **Module Coordinator** | Devon Wemyss |
| **Program and Specialization** | • Business Administration - Specialization in Innovation and Entrepreneurship<br>• 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 22.09.2019 |
| **Module Category** | **Module Type**<br>Compulsory Elective |
| **Prerequisite Knowledge** | • Basic knowledge of business concepts<br>• Ability to read and understand research papers and texts in English |
| **Contribution to Program Learning Objectives (by the concerned Module)** | • Professional Competence<br>• Methodological Competence<br>• Social Competence<br>• Self-Competence |

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| **Contribution to Program Learning Objectives** | **Professional Competence**<br>• Knowing and Understanding Content of Theoretical and Practical Relevance<br>• Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance<br>• Evaluate Content of Theoretical and Practical Relevance<br>**Methodological Competence**<br>• Problem-Solving & Critical Thinking<br>• Scientific Methodology<br>• Work Methods, Techniques, and Procedures<br>• Information Literacy<br>• Creativity & Innovation<br>**Social Competence**<br>• Written Communication<br>• Oral Communication<br>• Teamwork & Conflict Management<br>• Intercultural Insight & Ability to Change Perspective<br>**Self-Competence**<br>• Self-Management & Self-Reflection<br>• Ethical & Social Responsibility<br>• Learning & Change |
| **Module Learning Objectives** | Students...<br>• understand the historical context of (multi-dimensional) sustainability.<br>• understand the context within which corporate sustainability strategies are made and interpret business decisions from a sustainability perspective.<br>• understand where sustainability plays a role in core business processes.<br>• assess the ethical dimensions of sustainability.<br>• understand how innovation interacts with sustainable business strategies and operations.<br>• 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<br>• Sustainability in business: SDGs, GHG reporting; circular economy; offsetting and insetting; financial perspectives<br>• Susainable innovation & communication: Renewable energy technologies; social innovation; sustainable communication |
| **Links to other modules** | This module is linked to the following modules: |
| **Digital Learning Resources** | • Reader<br>• Teaching Materials |
| **Methods of Instruction** | • Lecture<br>• Exercises<br>• Interactive Instruction<br>• Application Tasks     Social Settings Used:<br>    • Pair Work<br>    • Individual Work<br>    • Group Work |

**Type of Instruction**

| | Classroom Instruction | Guided Self-Study | Autonomous Self-Study |
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| Lecture | 22 h | 22 h | |
| Excercise | 6 h | 6 h | |
| Project Work | - | - | |
| Seminar | - | - | |
| **Total** | **28 h** | **28 h** | **34 h** |

## Module description: Sustainability

| Performance Assessment | **End-of-module exam** | | **Form** | **Length (min.)** | **Weighting** |
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| | - | | | | |
| | **Permitted Resources** | | | | |

| | **Others** | **Assessment** | **Format** | **Length (min.)** | **Weighting** |
|---|---|---|---|---|---|
| | Talk/oral presentation | Grade | Gruppenarbeit | 30 | 100.00 |

| **Classroom Attendance Requirement** | Other<br><br>Attendance mandatory for in-class debates (3x in semester) |
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| **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** | |