

21E16000 Sustainable Business & Consumption (6)

SYLLABUS

23.10.2015

Instructors' contact information	Course information
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1. OVERVIEW

The course introduces the main sustainable development challenges of contemporary business, and familiarizes students with the fundamental business approaches, strategies, tools and innovations for addressing those challenges. The course begins with the key concepts of business, its role in society and engagement with different stakeholders, and continues with a more focused look at sustainability in different business functions such as strategy, the supply chain and communications. It explores the main international sustainability management instruments and standards, and provides participants the opportunity to become familiar with the advantages and limitations of these standards. The course introduces the emerging concepts of eco-innovation and provides insights into the active roles which consumers can play in advancing sustainability. The innovative approach is extended to explore business models for eco-efficiency and the potential for inclusive business to alleviate poverty. Finally the course draws together the key learnings in a simulation which will require the participants to make decisions about a business and its impacts on the local society and environment.

2. PREREQUISITES

This course is part of the advanced studies (master level).

3. LEARNING OUTCOMES

- Understanding the concepts of sustainable business, corporate responsibility and sustainable consumption;
- Identifying sustainability challenges and introducing strategic approaches to respond to them
- Understanding sustainability in different business functions and the management instruments available;
- Developing critical thinking about how to deal with different stakeholders including the active roles of consumers in advancing sustainability;
- Recognizing how enterprises can innovate to develop more sustainable and more inclusive businesses.

4. ASSESSMENT AND GRADING

Final exam makes up 70% of the grade. The sustainability management tools presentations make up 10%. The remaining 20% is based on classroom contribution and participation in the simulation. The grading is according to the scale from 0-5.

5. ASSIGNMENTS

Sustainability management instruments exercise: due on Thus 12.11.2015 (10% of the final grade).
Stakeholder management simulation: 26.11.2015

6. READINGS

Selection of academic articles. Required pre-readings for each lecture (2-3 articles per lecture) unless otherwise stated. The readings will be discussed during lectures, and discussion content will be included to exam questions.

7. PRELIMINARY SCHEDULE

Date	Topic	Readings	Assignment Due Date
Mon 26.10 12-15	Introduction Course practicalities Sustainability challenges Role of business in society	Rockström et al. 2009. A safe operating space for humanity. Nature 46: 472-475. Hiller, J. S. 2013. The Benefit Corporation and Corporate Social Responsibility. Journal of Business Ethics 118: (Read only pages 287- 290)	Both readings are due for the lecture
Thurs 29.10 9-12	Sustainability strategies for companies	Porter, M., Kramer, M. 2011. Creating shared value. How to reinvent capitalism - and unleash a wave of innovation and growth. Harvard Business Review, January-February. Halme, M. and J. Laurila. 2009. Philanthropy, integration or innovation? Exploring the financial and societal outcomes of different types of corporate responsibility. Journal of Business Ethics 84: 325-339. Hahn et al. 2010 Editorial Trade-Offs in Corporate Sustainability: You Can't Have Your Cake and Eat It. Business Strategy and the Environment 19: 217-229	All readings are due for the lecture

Date	Topic	Readings	Assignment Due Date
Mon 2.11 12-15	Stakeholders and sustainability	Moffat, A. 2010. The 21 st Century Corporation: The Ceres Roadmap for Sustainability. Pages 24-31 Greenwood, M. 2007. Stakeholder Engagement: Beyond the Myth of Corporate Responsibility. Journal of Business Ethics 74, pp. 315-327	Both readings are due for the lecture
Thurs 5.11 9-12	Supply chain management	No pre-readings Guest speakers: Lea Rankinen / Vice President, Corporate Responsibility / SOK Sonja Vartiala / Executive director / Finnwatch	
Mon 9.11 12-15	Sustainability communication & reporting	Guest lecturer: Mika Kuisma, Aalto Belz, F-M. & Peattie, K. 2012. Sustainability Marketing: A Global Perspective. Wiley, 2nd ed. Chapter 4 (pp 71-98). Bowen, F. 2014. After Greenwashing: Symbolic Corporate Environmentalism and Society. Chapter 2. Cambridge University Press, pp. 15-38. Perrini, F. 2006. The practitioner's perspective on non-financial reporting. California Management Review 48 (2). Royal Dutch Shell Sustainability Report 2014. (Optional)	All readings are due for the lecture
Thu 12.11 9-12	Sustainability management instruments	Boiral, O. 2011. Managing with ISO systems: lessons from practice. Long Range Planning 44, 197-220. Behnam, M., & MacLean, T. (2011). Where is the accountability in international accountability standards? A decoupling perspective. Business Ethics Quarterly, 1(1), 45-72.	Both readings are due for the lecture Student presentations
Mon 16.11 12-15	Eco-innovation by businesses	Preparation assignment: watch "The lightbulb conspiracy" documentary (http://topdocumentaryfilms.com/light-bulb-conspiracy/) Driessen, P. & Hillebrand, B. 2013. Integrating multiple stakeholder issues in new product development: an exploration. Journal of Product Innovation Management 30 (2), pp. 364-379.	Assignment and readings due for the lecture
Thurs 19.11 9-12	Active roles of consumers in advancing sustainability	Preparation assignment: watch "How the 'sharing economy' disrupts civilization" by Ed Ericson Jr., TEDxBaltimore https://youtu.be/ZFyGVEAmvCU Schor, J.B., Fitzmaurice, C.J., 2015. Collaborating and connecting: the emergence of the sharing economy, in: Reisch, L.A., Thøgersen (Eds.), Handbook of Research on Sustainable Consumption. Edward Elgar Pub, Northampton, MA.	Assignment and reading due for the lecture
Mon 23.11 12-15	Business and innovation for poverty alleviation	Khavul, S. Bruton, G. 2013. Harnessing innovation for change: Sustainability and poverty in developing countries. Journal of Management Studies. 50(2): 285-306.	Both readings are due for the lecture

Date	Topic	Readings	Assignment Due Date
		Halme, M. Lindeman, S. & Linna, P. 2012. Innovation for Inclusive Business: Intrapreneurial Bricolage in Multinational Corporations. Journal of Management Studies. 49(4): 743-784	
Thur 26.11 9-12	Stakeholder management simulation	Baraka Copper Mine Project File	Preparation for the simulation
Mon 30.11 12-15	Wrap-up Q&A for exam		

8. COURSE WORKLOAD

Classroom hours	30h (70% lecture attendance obligatory)
Class preparation (pre-readings for lectures)	36h
Assignments (group work)	40h
Exam preparation	50h
Exam	4h
Total	160h (6 ECTS)

9. ETHICAL RULES

Aalto University Code of Academic Integrity and Handling Thereof>

<https://into.aalto.fi/pages/viewpage.action?pageId=3772443>

10. OTHER ISSUES

- Registration to course: via Weboodi, closes one week before the start of the course.
- Retrieving Course Materials: all materials available through MyCourses
- Individual and group feedback will be provided midway through the course.