

Modulbezeichnung	<b>Corporate Sustainability (graded)</b>
Kurzbezeichnung	FE-PO-CS
Verantwortlicher	Prof. Dr. Christian Berg / Institut für Sozialwissenschaften
ECTS-Punkte Gesamt	6
Workload	180
Semesterlage	unregelmäßig
Dauer	1 Semester
Turnus	unregelmäßig
Zugangsvoraussetzungen	Keine
Modulprüfung	Exam (6 points) / Klausur (6 Punkte)
Pflichtveranstaltungen	1
Wahlpflichtveranstaltungen	
Modulveranstaltungen:	
Bezeichnung	Corporate Sustainability
Lehrform	Lecture (Vorlesung) in English
Status	
Turnus	unregelmäßig
Semesterwochenstunden	2
Leistungspunkte	6
Prüfung	Exam (6 points) / Klausur (6 Punkte) (benotet)
Maximale Teilnehmerzahl	150
Inhalte	<p>Corporate sustainability can be understood as the business approach to the challenges of a sustainable development. The lecture will introduce this concept and discuss potential benefits of such a strategy and concrete measures of implementation.</p> <p>Starting point will be the questions to what extent corporations bear social responsibility for their actions. Is the business of business just business – as Milton Friedman said?</p> <p>We will discuss drivers for corporate sustainability (from compliance to competitive advantage) as well as implications of a corporate sustainability strategy for the different internal corporate business units (e.g. product development, marketing, sales, supply chain management, operations, HR, etc.) Moreover, we will also touch relevant market trends (e.g. sharing economy, circular economy, integrated reporting) and how they fit into a sustainability strategy.</p> <p>The lecture will be complemented by practical examples from corporations, which will help preparing students for their career in business.</p>
Lernziele	<p>Students shall be able</p> <ul style="list-style-type: none"> <li>- To describe the drivers and benefits of a corporate sustainability strategy</li> <li>- To identify the implications of corporate sustainability for different lines of business</li> <li>- To elaborate how current market trends (e.g. sharing economy, integrated reporting) affect corporate sustainability strategies.</li> </ul>
Anmerkungen	Students can also choose the ungraded module without exam(to get 3 credit points) Registration is done via LSF system