

Modulbezeichnung	Corporate Sustainability (ungraded)
Kurzbezeichnung	FE-PO-CSU
Verantwortlicher	Prof. Dr. Christian Berg / Institut für Sozialwissenschaften
ECTS-Punkte Gesamt	3
Workload	90
Semesterlage	unregelmäßig
Dauer	1 Semester
Turnus	unregelmäßig
Zugangsvoraussetzungen	Keine
Modulprüfung	Portfolio (3 points) / Portfolio (3 Punkte)
Pflichtveranstaltungen	1
Wahlpflichtveranstaltungen	
Modulveranstaltungen:	
Bezeichnung	Corporate Sustainability
Lehrform	Lecture (Vorlesung) in English
Status	
Turnus	unregelmäßig
Semesterwochenstunden	2
Leistungspunkte	3
Prüfung	Portfolio (3 points) / Portfolio (3 Punkte) (unbenotet)
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.)</p> <p>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"> - To describe the drivers and benefits of a corporate sustainability strategy - To identify the implications of corporate sustainability for different lines of business - To elaborate how current market trends (e.g. sharing economy, integrated reporting) affect corporate sustainability strategies.
Anmerkungen	Students can also choose the graded module including an exam (to get 6 credit points) Registration is done via LSF system