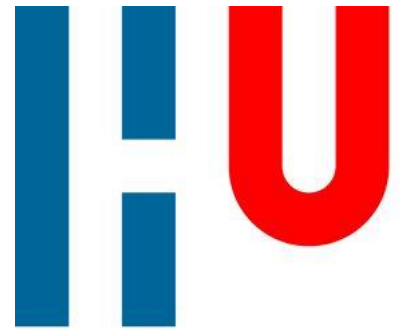


COURSE GUIDE



UNIVERSITY
OF APPLIED SCIENCES

PO Box 85029
3508 AA Utrecht
The Netherlands

T: +31 88 481 62 00
F: +31 88 481 62 05
www.hu.nl

- MB-BUSSOC-14
- Term B
- 5 EC
- Minor Globalizing Business
- Full time
- Lecturers: Menno de Lind van Wijngaarden, Ankan Siddiquee

2023 - 2024

- Minor Coördinator: Menno de Lind van Wijngaarden; email menno.lind@hu.nl
- Heidelberglaan 15, Utrecht
- November 2023

© Hogeschool Utrecht: University of
Applied Sciences Utrecht
Utrecht, 2014

This material is subject to copyright.
Copies for own or internal use are permitted.

Business in Society

Minor Globalizing Business

© Hogeschool Utrecht: Univ
Utrecht, 2007

This material is subject to co
Copies for own or internal us

Contents

1	Course Description	2
2	Course Goals and Learning Objectives	4
3	Place in the Curriculum and Related Courses	4
4	Study Burden	4
5	Pre-requisites	4
6	Exemption Possibilities	5
7	Competencies	5
8	Didactic Forms	5
9	Assessment	6
10	Planning	7
11	Course Material and Literature	7
12	Course Evaluation	7

Course Description

There is a growing awareness that the so-called “business as usual” scenario will not work anymore for business. Organizations are confronted with issues like environmental pollution, inequality, dwindling resources, climate, and societal changes. Often these issues are interconnected with each other. This makes the business environment very complex and unstable. This course will focus on how businesses can make the transition towards sustainability. Companies are already paying more attention to the demands of society, even outside their own reach of suppliers and customers. Corporate Social Responsible (CSR) Business has rapidly grown in recent decades, more and more social enterprises are emerging and customers and investors increasingly demand responsible practices from companies. Governments in turn, increasingly acknowledge the indispensable role of the private sector in dealing with global issues. As a result, governments, companies, societal organizations and many more groups have worked on establishing seventeen unique Sustainable Development Goals. In September, 193 countries adopted these global goals for sustainable development at the United Nations in New York and agreed to work together on achieving them by 2030.

In this course, we'll look at the efforts businesses take to align business interests with societal interests. We take the sustainable development goals and the different stakeholders, like customers, natural environment, and employees as a framework for a review.



SUSTAINABLE DEVELOPMENT GOALS



This course will focus on these goals as a framework that supports business to respond to the trends in society; threatening shortage of resources, major shifts in demographics and economy, pollution and climate change. Besides attention for the growing share of CSR-oriented businesses, this course will also focus on companies that choose a disruptive innovation path. Companies that look for sustainability in their business model and who can give social and environmental returns, in addition to their economic returns.

Topics and goals covered will be:

1. Ecological Footprint
2. SGD Goals
3. Social Entrepreneurship
4. Social Marketing
5. CSR Ladder
6. Social Business Model Innovation
7. Circular Economy
8. Opportunities in Sustainability
9. Conducting Research

1 Course Goals and Learning Objectives

Living in the World	Ethical & Social Responsibility	LW10	Formulate his own position concerning ethical and social responsibility in a professional environment.
---------------------	---------------------------------	------	--

This course aligns with the program learning outcomes as described by the national platform of International Business Schools of the Netherlands.

Learning goals:

After following this course the student can:

- indicate trends in sustainability
- understand important factors in sustainable consumption
- understand important topics in sustainability, like people, planet, profit, corporate social responsibility, circular economy, social entrepreneurship, and business model.
- collaborate in teams and make an analysis of the CSR performance of a company using the CSR ladder model
- Can find business opportunities for sustainable development goals as laid out in the guide for business action on the SDGs (2015)

2 Place in the Curriculum and Related Courses

Place in the Curriculum:

This course is an obligatory regular part of the minor Globalizing Business. It is a course for students with high interests in sustainability, innovation, and corporate social responsibility.

Related Courses:

Consultancy
Managing Change and Innovation
Topics in International Business
Global Management Project

3 Study Burden

Total study burden in hours per student = 5 EC (European credits);
28 hours x 5 EC course = 140 hours.

Workshops (10 times 90 minutes):	25
Self-study; reading:	45
Assignments:	70
Total hours:	140

4 Pre-requisites

Basic knowledge of Business, Marketing, Management & Organisation, Business Ethics, presenting, and report writing.

5 Exemption Possibilities

Generally, not applicable.

6 Competencies

- Professional Competencies (Knowledge, Skills, and Attitude)

International Business Awareness. *The ability to evaluate patterns and trends in (international) companies and markets, and elaborate further on the theory and practice of international strategies. The ability to identify competitive advantage and strategy. The student is aware of recent international developments in specific regions.*

Intercultural Adaptability. *The student can identify dimensions of business culture and human resources. He can indicate the importance of the viable (international) relations of a company within the total value chain.*

International Strategic Vision Development. *The ability to recognise trends and the consequences they could have for the vision and (internationalisation) strategy. He can assess the consequences of a company strategy for the evaluation of management options.*

Entrepreneurial Management. *The ability to independently take actions and risks to create opportunities for both existing and new products/services in the market. To ability to write and defend a business plan for a company.*

- Generic Competencies (Task-Oriented)

Creative Problem-Solving. *The ability to take several aspects of the problem into account with a broad view. The ability to find solutions that are less predictable and cannot be derived directly from the tools given*

Analysis and Information Processing. *To be able to work in a more complex situation and to systematically execute research, report on the findings and translate them into useful conclusions. To use theoretical concepts and the ability to translate these concepts into an information need.*

Planning and Organizing. *The ability to independently make realistic and effective planning and to determine the required time, actions, tools, and priorities in relation to the activities of others.*

7 Didactic Forms

Lectures and group working method. The topics of Business in Society are dealt with through lectures, discussions, assignments, and different reading materials.

- Theoretical lectures
- msTeams

- Workshops
- Teamwork
- Written assessment and presentation

8 Assessment

In Osiris the following type of assessment is registered:

Type of Assessment	Weight	Min. Mark
Assessment	100%	5,5

In the course, the assessment is divided into different assignments adding up to a 100% Portfolio assessment. During the course, the individual and team assignments are done in the form of homework assignments, presentations and workshops and are registered in Ms Teams under assignment. The average of the portfolio result should be at minimum a 5.5 for a pass.

Resit consists of repairing missed or insufficient assignments. The resit is planned directly after the regular block.

9 Planning

Total List of Assignments:

Introduction course	1	Indiv Ecological Footprint	Individual	3
Environmental Impact	2	Indiv. Your SDG	Individual	3
	3	Barriers to sustainable Consumption	Indiv. Literature review	4
	4	Research design	Team	3
Workshop	5	Social Entrepreneurship	Team	3
Workshop	6	CSR ladder	Team	3
	7	Marketing of Sustainable products	Indiv. Theory and practice	4
Workshop	8	Business Model Innovation	Team	3
	9	reflective assignment	Individual	4
Workshop	10	Circular Economy	Team	3
		Make Poster		
Final Presentation	10	Research Results Poster	Team	10
				43

In MS Teams all assignments have a rubric. On the moment of publication in Teams of the assignments the rubrics are available. The student is advised to check these to understand what is assessed. Each assignment is allocated points. These points are added up to the total. The grade that is entered in Osiris will be calculated as follows:

$$\frac{\text{earned points}}{\text{total points}} \times 10 = \text{Grade (in 1 decimal)}$$

Assessment

Individual	18 points
Team	25 points
Total points	43 points

10 Course Material and Literature

All reading material, handouts, PowerPoints, and links used will be provided on msTeams

Other recommended reading:

- Bryman, A. (2016). *Social Research Methods*. Oxford University Press.
- Dean, T. (2013). *Sustainable Venturing: Entrepreneurial Opportunity in the Transition to a Sustainable Economy* (1 edition.). Boston: Prentice Hall.
- Kopnina, H., & Blewitt, J. (2014). *Sustainable Business: Key Issues*. New York: Routledge.
- Hart, S. L. (2010). *Capitalism at the crossroads: solutions to our economic and environmental challenges in a post-crisis world*. Philadelphia, Pa.; London: Wharton School ; Pearson Education [distributor].
- <http://www.iisd.org/blog/why-private-sector-reporting-sustainable-development-goals-important>

11 Course Evaluation

Evaluation of the course and assessment will take place at the end of the block by management