



Korea University International Winter Campus (KU IWC) 2021-2022

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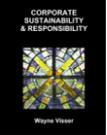
December 27, 2021 ~ January 14, 2022

IWC392 - Sustainability Strategies

I . Instructor

Professor	:	Mark Davison BSc (hons.) FCA PhD
E-mail	:	markdavisonfca@gmail.com
Home Institution	:	Brunel University London
Class Time	:	1.10 pm – 3.50 pm
Office	:	TBA
Office Hours	:	I am always available online outside of formal classes

II. Textbook

Required Textbook	:	Corporate Sustainability & Responsibility by Wayne Visser (London: Kaleidoscope Futures Limited, 2013). ISBN 978-1-908875-11-2	
		The text can be purchased at the publisher's website: https://www.lulu.com/en/us/shop/wayne-visser/corporate-sustainability-responsibility/paperback/product-1zk7k6mv.html or on Amazon. The e-text costs less than £1 on Amazon Kindle.	
Other	:	Additional readings will be provided on Blackboard and celebrated topical movies and YouTube videos will be shown in class	
Workbook	:	To help consolidate and apply your learning, you will be provided with a bespoke e-workbook for this course	

III. Course Description and Objectives

Description

This course gives you a broad introduction to the fascinating and ever-changing world of sustainability. We will explore how investors, companies, cities and countries are developing their own strategies to respond to one of today's most important global challenges, that of encouraging sustainable development - development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Using a blend of contemporary movies and other media sources, lectures and case-based studies of well-known companies and cities, you will develop valuable tools and insights into examining how the strategies of companies and cities are impacting on sustainability and how they seek to future-proof themselves and the world in which they operate.

You will collaborate extensively with your international peers to prepare a comprehensive analysis and presentation of the sustainability strategy of a company, a city, or a country of your group's choice. Such interaction will take place during and outside of class and may take place in a physical classroom or online. Your instructor will regularly promote and support such collaborative activities, helping you develop your research, analytical, presentation and communication competencies in an international and intercultural environment.

Objectives

By the end of the course you will have:

1. Identified the key sustainability challenges facing mankind and the rest of the natural world
2. Grasped, understood, and critiqued the modern concepts of (a) sustainability, (b) sustainable development and (c) corporate sustainability and responsibility
3. Identified the global structures and non-governmental organisations that impact on sustainability
4. Examined and critiqued the sustainability strategies of well-known corporations, cities and countries
5. Applied your learning to prepare a group case study on a company or city of your choice
6. Further developed your research, listening, writing and presentation skills
7. Acquired relevant academic competencies and transferable skills

IV. Grading

Attendance	:	10% (see note below)
Participation	:	10% (see note below)
Presentation	:	40%
Final Examination	:	40%

V. Class Outline

Date	Topic	Chapter	Class No.
Dec 27 (Mon)	Introduction to sustainability and sustainable development; the work of the UN and its 17 SDG's	-	1
Dec 28 (Tue)	Sustainability strategies of corporations, cities, and countries	-	2
Dec 29 (Wed)	Definitions and drivers of corporate sustainability & responsibility (CSR); the sustainability of food	1	3
Dec 30 (Thu)	The Evolution of CSR; the sustainability of water	2	4
Dec 31 (Fri)	CSR around the world; the sustainability of energy	3	5
Jan 1 (Sat)			
Jan 2 (Sun)			
Jan 3 (Mon)	Implementing CSR; the global capital markets	4	6
Jan 4 (Tue)	Leadership for CSR; stakeholder theory	5	7
Jan 5 (Wed)	CSR and change; the ascent of man	6	8
Jan 6 (Thu)	Cases in CSR; the UN and the environment	7	9
Jan 7 (Fri)	The future of CSR; biodiversity, Greenpeace	8	10
Jan 8 (Sat)			
Jan 9 (Sun)			
Jan 10 (Mon)	Group and individual case study-based presentations		11
Jan 11 (Tue)	Group and individual case study-based presentations		12
Jan 12 (Wed)	Group and individual case study-based presentations and revision		13
Jan 13 (Thu)	Final Examination		14
Jan 14 (Fri)	Course conclusion and graduation		15

Note

Please note that:

- (a) The above class outline may change slightly but the course content will remain the same.
- (b) Before most classes (dates to be announced), you will be provided with a worksheet containing short case studies and other short exercises for in-class completion, to help you consolidate and apply your learning. Your completed worksheet should be submitted for the award of attendance and participation marks.