

Module specification

Title	Dynamic Perspectives on Sustainable Business				
Code	MBB7004M	School	York Business School (Delivered by IIMBAS)	Cost centre	-
Level	7	Credits	20	Available for incoming study abroad	Yes
Pre-requisites¹	None			Barred combinations	N/A

Total number of study hours for the module:	200
which will include the following:	number of hours:
timetabled contact	35
placement	N/A
field trips	N/A
other - please give further detail below:	

Rationale
<p>The module aims to cover a range of contemporary business issues and concerns and also reviews the relationship between business and society. Alongside this, students will appreciate how the concept of sustainability promotes a holistic process of change and how business can act more responsibly towards the community, society and the global environment. Throughout the module, students will develop their critical analysis skills and will learn how to apply the concepts taught to business management activities to enhance competitive advantage. Emphasis is also given to a critical understanding of the ongoing debate amongst practitioners and academics, noting that 'sustainable business' is evolving, not static.</p> <p>Upon successful completion of the module students will be able to:</p> <ol style="list-style-type: none"> 1. Critically evaluate key sustainability concerns and the impact of business activities on these concerns. 2. Critically evaluate a range of relevant theories and models such as the Triple Bottom Line, corporate social responsibility (CSR), business ethics and the role of the market. 3. Propose and critically evaluate appropriate sustainable business strategies.

Title(s) of awards to which the module contributes	Award Programme Learning Outcome(s) to which the module is mapped (PLO4.1, PLO5.3 etc.)
MBA	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7,
MBA (with year in industry)	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7,
MBA Finance	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7,
MBA Healthcare Management	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7,
MBA Project and Operations Management	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7,
MBA Quality Management	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7,

¹ A module that must have been taken but no requirement that it must have been passed.

Module specification

MBA Strategic Human Resource Management and Leadership	PLO7.1, PLO7.2, PLO7.3, PLO7.4, PLO7.5, PLO7.6, PLO7.7,
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Assessment (include expected word length for written work and duration for examinations)			
#	type	description	weighting
1	Written work	Essay (3,500 words)	100%

Indicative content	
<ul style="list-style-type: none"> • The purpose of business, business ethics and sustainability issues in business. • The impact of business activities on the natural, social and economic environments and how it relates to Triple Bottom Line (TBL). • Corporate Social Responsibility (CSR), globalisation, corporate governance and the role of market. • Alternative strategies to achieve sustainable business. 	

Reading list (insert link)	
https://yorks.j.r.l.talis.com/modules/mmbb04.html	
Blowfield, M. & Murray, A. (2011). <i>Corporate Responsibility: A Critical Introduction</i> . 2 nd Ed. UK, Oxford University Press.	
Cannon, T. (2012). <i>Corporate Responsibility: Governance, Compliance and Ethics in a Sustainable Environment</i> . 2 nd Ed. UK, Pearson.	
Crane, A. & Matten, D. (2010). <i>Business Ethics</i> . 3 rd Ed. UK, Oxford University Press.	
Hanley, N. Shogren, J. and White, B. (2013). <i>Introduction to Environmental Economics</i> . 2 nd Ed. UK, Oxford University Press.	
Orsato, R.J. (2009). <i>Sustainability Strategies: When It Pays To Be Green?</i> UK, Insead Business Press.	

Version	1	In use from	2020-21	to	
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External examiner code:	
Fee profile:	
Date approved:	June 2019

IIMBAS Delivery Plan

Week	Topic	Prescribed Readings
1.	The purpose of business	
2.	Business ethics	
3.	Sustainability issues in business	
4.	The impact of business on natural, social and economic environments	
5.	Triple Bottom Line (TBL) reporting	
6.	Corporate social responsibility	
7.	Globalisation	
8.	Corporate governance and the role of the market	
9.	Alternative strategies to achieve sustainable business	
10.	Assessment week	None