

Course: Sustainability

Semester	Duration	Course character	Workload	Credit Points	Examination form
Winter Semester	one semester/once a year	elective	90 h, 28 h Contact studies 62 h Self studies	3	Cumulative: Presentation (50 %) Essay (60 %)

Course coordinator

Claudia Dinse-Ferenczi M.A.

Prerequisites

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Description of the course

The lecture deals with the economic, ecological and personal challenges of sustainability. The most known definition is from the Brundtland Report in 1987: Sustainability is the “development that meets needs of the present without compromising the ability of the future generations to meet their own needs”. In recent years, sustainability has come more into our focus because of climate change, the finite supply of fossil fuels, and the decline of biodiversity. In today’s economic activities companies need to become aware that the world’s resources are limited and to protect our living environment. Indeed, sustainability has become an important part in agendas from companies, countries and the UN. But it is also true that the economic world is increasingly caught between financial, ecological, and corporate objectives: On the one side, there are well-developed countries who need more and more resources to sustain their living standards. On the other side, there are the BRIC states that are pushing their economic development regardless of the environmental costs. Caught in between, there are the poorest countries who oftentimes cannot meet their peoples’ basic needs and who pay a high price in recent climate developments.

Course outline

Part 1: Introduction

- 1.1 History and Definition of SD
- 1.2 Basic Concepts, Strategies and Measurements
- 1.3 General framework

Part 2: The Individual and the Globalization

- 2.1 Ecological Awareness and Action of the Individual
- 2.2 Ecological Awareness and Action of Companies
- 2.3 Ecological Awareness and Action of Governments

Part 3: Global Challenges

- 3.1 Climate change, Biodiversity, impact on humans
- 3.2 Governance, Education and Science System
- 3.3 Instruments of Sustainability
- 3.4 Company perspective (introduction, global overview, trends and effects)
- 3.5 Consumer perspective
- 3.6 Future Perspective

Competency aims

The students will work on presentations, case studies and tutorials. They will immerse themselves in various aspects of sustainability and reflect their own behavior as customers. Students will apply and transfer their knowledge as well as analyze and evaluate companies and their sustainable reports. Additionally, communication and presentation skills will be trained.

Course components

- **Attendance and participation:** Attendance and participation in class are strongly recommended and will help to understand the course material. General discussions, asking and answering questions are part of the learning process. In order to pass the course 80% of attendance is mandatory.
- **Presentations (50 % of final grade):** The students will give two presentations with the duration of 5 minutes each.
- **Essay (50 % of final grade):** The 2000 word long essay will be written on a topic, which the student chooses among the different aspects of sustainability.

To receive a passing grade for the course students must obtain at least 50% of the total points possible.

References

The seminar is primarily based on the following references:

Drabe, V. (2022)	<u>Innovating in a circular economy</u> , Baden-Baden.
Dressler, A. (2022)	<u>Introduction to modern climate change</u> , 3. Edition Cambridge u.a..
Swaminathan, J. M. (2021)	<u>Responsible Business Operations: Challenges, Opportunities</u> , Cham.
Kuna-Marszalek, A. (2020)	<u>CSR and socially responsibility investing strategies in transitioning and emerging economies</u> , Hershey.
Nwagbara, U. u.a. (2018)	<u>Corporate Social Responsibility and strategic market positioning for Organizational success</u> . Hershey.

United Nations: <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Lecturer	Course language	Usability in ongoing studies / other studies
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Claudia Dinse-Ferenczi M.A.	English	
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