



Sustainability in the Business World
Professor Michele Costola
COMPLETE MODULE DESCRIPTION

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| Module Provider | ICMA Centre; Henley Business School |
| Level | 7 (Master level) |
| When you will be taught | Summer term module |
| Academic year | 2024/25 |
| Module Convenor | Dr Michele Costola |
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| Module aims and purpose | Sustainability is becoming a priority not only in government policy but also in business strategy. The role of the private sector in achieving sustainable production and consumption models is key to preserve fast depleting natural resources, improve social justice and reduce inequalities, address climate change and loss of biodiversity. This module explores how sustainability can be incorporated in business practices and balanced with corporate growth objectives. You will look at how to implement sustainability objectives in a corporate environment and how governments can facilitate corporate sustainability with the right incentives and policies. |
| Module learning outcomes | By the end of the module, it is expected that students will be able to: 1. Explain how corporations can integrate sustainability in their business practices and differences in approaches to sustainability in developed and developing economies. 2. Critically evaluate costs and benefits of sustainable options and the balance between growth and sustainability in the corporate world. 3. Evaluate the data needs to design and implement sustainability strategies by corporate management. 4. Critically assess the role of government subsidies and technological advances for faster adoption of the SDG in the business world. |
| Outline content | 1. Corporate environmental sustainability: how businesses can help preserve the natural environment and its resources for future generations. 2. Corporate social sustainability: fair treatment of people and communities, as well as promotion of social equity and justice. 3. Sustainable business growth: balancing economic growth and development with environmental and social considerations to ensure long-term prosperity. 4. Sustainable Development Goals (SDGs) and the business world. 5. Sustainability in developing economies: trade-off between growth and SDGs? 6. Business opportunities offered by a circular economy. 7. Biodiversity conservation: how businesses can protect the diversity of plant and animal species and their habitats. 8. Sustainable consumption and production: responsible use of resources and minimizing waste throughout the production and consumption process. 9. Data for designing and implementing sustainability strategies. 10. Government incentives for corporate sustainability: international case studies. 11. Job opportunities in corporate sustainability. |