

# 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, D
- 5 EC
- Minor Globalizing Business
- Full time
- Lecturers: Menno de Lind van Wijngaarden

- Course Coördinator: Menno de Lind van Wijngaarden; email [menno.lind@hu.nl](mailto:menno.lind@hu.nl)
- Heidelberglaan 15, Utrecht
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## Business in Society

## Minor Globalizing Business

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# 1 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 organizations who found business models that promise to be ready for the disruptive change ahead. Companies are 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 together have worked on the establishment of 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 business take to align the 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 who 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 Market failure as an opportunity: costs externalization, social costs, 'tragedy of the commons', 'prisoners dilemma', rent-seeking behaviour (General introduction to the SDGs)
- 2 Environmental Challenges: Climate Change, energy, pollution, loss of biodiversity, the environmental impact of business (SDGs 7, 13 and 15)
- 3 Social Challenges: inequality, demographics, poverty (SDGs 1, 2, 5, 8 and 10)
- 4 Corporate Social Responsibility: Business as a driver for change, CSR guidelines, stakeholder management (SDGs 11 and 12)
- 5 Business for Peace: the role of business in human rights and in (post) conflict situations (SDG 16)
- 6 Institutional Strategies for Sustainable Venturing: 5 strategies, opportunity recognition and creation, the role of partnerships (SDG 17)
- 7 Models for sustainable business; Social Entrepreneurship, Base of the Pyramid 2.0, Circular Economy, Collaborative consumption

## 2 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.
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This course aligns with the program learning outcomes as described by the national platform of International Business Schools of the Netherlands.

## 3 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

## 4 Study Burden

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

Workshops (10 times 150 minutes):	25
Self study; reading:	45
Assignments:	70
<b>Total hours:</b>	<b>140</b>

## 5 Pre-requisites

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

## 6 Exemption Possibilities

Generally, not applicable.

# 7 Competencies

## - Professional Competencies (Knowledge, Skills, and Attitude)

**International Business Awareness.** *The ability to evaluate patterns and trends in (international) companies and markets, 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 resource. 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 a research, report on the findings and to 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 a realistic and effective planning and to determine the required time, actions, tools and priorities in relation to the activities of others.*

# 8 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 combined with a real case analysis of specific organizations
- Interactivity during lectures
- Class discussions
- Presentations by students
- Teamwork
- Written assessment

# 9 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  
50% Individual Portfolio. Individual assignments done in class and as homework are registered in Ms Teams. It is assessed at the end of the course. The minimum requirement for a pass is 5.5  
Resit consists of repairing missed or insufficient assignments. The resit is in term C or E.

50% Poster presentation. Students will work in teams of 3 maximum on the assignment; an example of a sustainable business model in one of the four areas: Social Entrepreneurship, Base of the Pyramid 2.0, Circular Economy, Collaborative consumption. In week 7 the posters are presented on an A1 format, students present in 5 minutes the poster to the class and two assessors.

On MsTeams the criteria and assessment forms are available. The minimum requirement for a pass is 5.5

Checklist assessment:

- Week 4 teams formed, choosing of subject
- Week 5 proposal handed into the teacher, if approved, students can continue, if failed new proposal need to be handed in.
- Week 6 work on the poster
- Week 7 poster presentation
- Week 7 report (8-10 pages, without cover page) description of poster and research.

Resit:

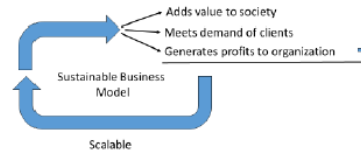
The resit consists of the same procedure as mentioned in the checklist: poster proposal and approval, poster and report. Instead of the poster presentation a 5 minute video recording needs to be handed in. The resit is in term C or E.

Assessment form:

**Assessment form Business in Society MB-BUSSOC-14 term B 2017-18**

**Organization:**

Number	First name	Last name



**Assessor:**

**Presentation**

	Insufficient	Sufficient	Good
Verbal Communication (Good rate of speech, Clear use of language, Enthusiastic, Persuasive)			
Interaction with audience (Active listening behavior, Asks for clarification of questions where necessary, Addresses essential aspects, Summarizes)			
Content (clear, structured, accurate and correct, give clear answer to questions)			

**Poster**

	Insufficient	Sufficient	Good
Transfer of information (Readability, Catchy title)			
Introduction			
Main Message			
Conclusion			
Other Elements (Sources, Tables, Charts, Pictures)			
Creativity (use of visuals, symbols, appealing to audience)			

**Report**

	Insufficient	Sufficient	Good
Stakeholder Analysis and CSV, what type of value is created for stakeholder Customers/clients described			
Contribution to Sustainable Development Goals			
Meet market demands (serves clients/customers)			
Description of Business Model and Revenue model			
Scalable (growth opportunities)			

The form is filled in by two assessors: Gabi Spitz and Menno de Lind van Wijngaarden. An insufficient score on 3 items or more will lead to an insufficient mark. The presentation will be assessed directly during the presentation in week 7. The poster and report will be assessed in week 8 and 9. The grade and filled-in assessment form will be emailed to you. The grade will be processed in Osiris within 15 workdays after the presentation.

## 10 Course Material and Literature

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

Required reading:

- Hart, S. L. (1997). Beyond Greening: Strategies for a Sustainable World. *Harvard Business Review*, 75(1), 66–76.
- Hart, S. L. (2005). Innovation, Creative Destruction and Sustainability. *Research Technology Management*, 48(5), 21–27.
- Nidumolu, R., Prahalad, C. K., & Rangaswami, M. R. (2009). Why Sustainability Is Now the Key Driver of Innovation. (cover Story). *Harvard Business Review*, 87(9), 56–64.
- Porter, M. E., & Kramer, M. R. (2011). The Big Idea: Creating Shared Value, Rethinking Capitalism. *Harvard Business Review*, 89(1/2), 62-77.
- Behringer, K., & Szegedi, K. (2016). The Role Of CSR In Achieving Sustainable Development-Theoretical Approach. *European Scientific Journal*, 12(22).
- Ortiz-de-Mandojana, N., & Bansal, P. (2015). The long-term benefits of organizational resilience through sustainable business practices. *Strategic Management Journal*.

Recommended reading:

- 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 the management