Module Guide: Building Responsible Value Chains

The final part of the value chain stream consists of Building Responsible Value Chains. Responsible production and consumption is one of the Sustainable Development Goals to which 193 governments have committed themselves. Businesses are expected to contribute to this goal significantly. Not only for the purpose of doing good for society but also as it is increasingly considered as being a profitable and future proof way of doing business. Building on the results of the VCAN and RIAN module, in this module you will be challenged to develop feasible and innovative solutions for the biggest sustainability risks faced by your company. These solutions need not only to address the stakes of the company, but also those of their most important stakeholders. You will present your solutions in a consultancy report.

Module details
- Value Chain Analysis - MIBU-3BRVC-19
- School Year 2019-2020
- Semester 3 Term C & D
- Obligatory Second Year module (IB)
- Lecturers: Willem Sorm / Marieke Kragten / Khalid Raihan

1. Program Learning Outcomes

WT 2 Create innovative ideas in a changing business environment in a systematic fashion
TWM 23: Assess the impact of change on the organisation
TWM 18: Evaluate financial performance of the organisation from different stakeholders' perspectives
LW 10: Formulate one's own position concerning ethical and social responsibility in a professional environment.

2. Description of student activities

In this module you will be working **in teams of four** on a consultancy project about a real life company producing cotton t-shirts. For this purpose a Terms of Reference has been developed. A made up consultancy firm "HU Sustainability Inc." has submitted a project proposal in response to this call for proposals and they have won the tender. This means they are invited to implement their project proposal. Your group is the team of HU Sustainability Inc that is going to implement this project. For more information on the terms of reference and the project you are going to implement, please have a look at "Project Brief" .
This document also contains detailed information on the deliverable for this module.

3. Assessment, Resits & Exemptions

Assessment

At the end of this module you will have to hand in a **written group report** which makes up **70%** of your grade. For more information on the requirements for the report see the introduction page on Canvas for the Value Chain Stream and the Project Brief.

Next to that you will have to defend your report. This defense consists of a **short pitch,** as a group, followed by **individual interviews**. Each group member will be asked questions about the content of the report. Every students is supposed to be able to answer questions about every part of the report. The individual interview makes up **30%** of your grade.

The minimum grade for both parts should be a 5.5.

If the group fails for the written report they are not allowed to defend their report and fails the individual interview.

If a group member fails the individual interview while the group report was graded at 5.5 or higher, this person will also fail the written report (see resit requirements for more information).

Furthermore:
- Deadline submitting written report: **On the last day of your last BRVC class in week of the 13th of January 2020 23.59 pm.**
- A link to the assessment rubric can be found on Canvas below the weekly overview.
- There are no exemption possibilities for this module.

Resit requirements

If the report is a fail the team can repair their written report for the resit. The deadline for submitting the resit report is Sunday the 22nd of March 2020 23.59. If a member fails the individual interview, even though the group report was graded 5.5 or higher, this person will fail the whole module. They will have to do an individual resit assignment on a different value chain.

4. Study Load

This module is worth 5 EC. (1EC = 28 hours)

Contact hours:
- Conference talks, tutorials, work labs, digital consultation hours   40

Self-study hours:
- Reading obligatory materials   30
- Project work and report writing   60
- Preparation pitch and individual interview   10

Total hours   140

5. Program: Weekly overview

See Canvas.

6. Instructional methods / Didactical forms

- **Conference talks / guest speakers**: inspirational (guest speaker) talks and case studies
- **Tutorials:** discussion materials read and doing exercises applying the concepts/ tools studied.
- **Work labs:** working on your project with opportunity to ask questions to coach.
- **Digital Consultation sessions** asking questions about the concepts, tools and assignments of the Strategic Collaboration stream and the Value Chain stream wherever you are to subject matter experts via Yammer
- **Formative feedback** – during the work labs

7. Materials and literature

Obligatory reading:

Foundations of Sustainable Business: Theory, Function, and Strategy
Authors: Sanders R Nada, Wood John D
Publishers: Wiley
ISBN/EAN9781118961216
Edition 1 (2014), Ebook

Doing a successful research project.
Authors: Martin Brett Davies & Nathan Hughes
Publishers: Palgrave Macmillan Ltd
ISBN 9781137306425
Edition 2 (2014)

Stakeholder analysis, MindTools. Website, video and template.

And other materials as provided in the weekly overview on Canvas

Additional reading materials / toolkits:

- Available for free online PDF: Making Value Chain Work Better for the Poor. M4P **Toolkit**
- SDG Compass: The guide for business action on the SDGs (2015). WBSD, Global Compact, GRI.