Aston Business School
Birmingham

BHM328 STRATEGIC BUSINESS SUSTAINABILITY

Number of Aston Credits: 15

Number of ECTS Credits: 7.5

Staff Member Responsible for the Module:

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Availability: See 'office hours'
Or contact the Work & Organisational Psychology Group Administrator:
Mrs. Jenny Thompson, Room SW8002, Extension 3257

Pre-requisites for the Module:

Module available on MSc Social Responsibility and Sustainability.

Mode of Attendance:

On campus

Module Objectives and Learning Outcomes:

The module takes a complementary approach, and builds on existing management and strategy modules, to incorporate explicit ecological and sustainable perspectives, in understanding how management can operate at a new level to include cradle-to-cradle ecological principles and meet the challenges of managing businesses in a resource-constrained world. Consideration will be given at both corporate and functional levels and in particular the implications for sales and marketing will be examined.

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Module Content:

Summary of Content

Introduction to and drivers for strategic business sustainability

The science of sustainability

Cradle to cradle and other strategic sustainability approaches

Carbon and ecological foot-printing

The psychology of sustainability

External perspectives

Implications for management and marketing

Corporate Connections:

The module takes a theoretical approach but applies to product and service-based firms both large and small. The module uses a number of practical examples, case studies and practitioner perspectives, and examines the implications of a sustainability-led strategic approach for firms in different parts of the world.

International Dimensions:

Ecological sustainability is a global issue and the module takes a global perspective.The module incorporates material from current global events, different cultural world-views and also non-human world-views.

Contribution of Research:

The module is research-led and reflects the module leaders research interests into business sustainability. This incorporates understanding the strategic and philosophical nature of the sustainability debate and the need to move sustainability research from its current 'atheoretical' and phenomenon-driven position to one that senior management can adopt as part of an overall business strategy.

Method of Assessment and Feedback:

Group presentation on a nominated topic (50%)
Individual reflective assignment (1500 words) (50%)

Feedback is provided on an individual and group basis for above assignments. Formative feedback is available through group discussion and tutorials.

Learning Hours:

3-hour session weekly or block sessions (mix of lectures and seminars).

Contact Hours	27
Directed Learning	42
Private Study/Group Work	45
Assignment	36
Total	**150**

Essential Reading:

Stead, W. E. and Stead, J. G. (2004) *Sustainable Strategic Management*, M. E. Sharpe.

McDonough, W. and Braungart, M. (2002) *Cradle to Cradle: Remaking the Way We Make Things,* North Point Press.

Du Nann Winter, D. and Koger, S. M. (2004) *The Psychology of Environmental Problems*, 2nd Ed., Lawrence Erlbaum Associates.

Peattie, K. and Belz, F. M. (2009) *Sustainability Marketing: A Global Perspective*, Wiley and Sons.

Indicative Reading:

Borland, H. (2009). 'Conceptualising global strategic sustainability and corporate transformational change'. *International Marketing Review*, **26**, 554-572.

Dunlap, R., Van Liere, K., Mertig, A. and Jones, R. (2000). 'New trends in measuring environmental attitudes: measuring endorsement of the new ecological paradigm: a revised NEP scale'. *Journal of Social Issues,* **56**, 425-442.

Hart, S. (1997). 'Beyond greening: strategies for a sustainable world'. *Harvard Business Review*, **75**, 66-76.

Hart, S. and Milstein, M. (1999). 'Global sustainability and the creative destruction of

industries'. *MIT Sloan Management Review,* **41**, 23-34.

Hart, S. and Milstein, M. (2003). 'Creating sustainable value'. *Academy of Management Executive*, **17**, 56-67.

Kilbourne, W. E. (1998). 'Green marketing: a theoretical perspective'. *Journal of Marketing Management,* **14**, 641-655.

Lovelock, J. (2000). *The ages of gaia: a biography of our living earth.* New York: Bantam.

Odum, E. (1953). *Fundamentals of ecology.* Philadelphia: Saunders.

Porritt, J. (2007). *Capitalism as if the world matters.* London: Earthscan.

Purser, R. E., Park, C. and Montuori, A. (1995). 'Limits to anthropocentrism: toward an ecocentric organization paradigm?' *Academy of Management Review,* **20**, 1053 1089.

Shrivastava, P. (1995). 'The role of corporations in achieving ecological sustainability'. *Academy of Management Review,* **20**, 936-960.

Stead, J. G. and Stead, W. E. (2010). 'Sustainability comes to management education and research: a story of co-evolution'. *Academy of Management Learning and Education*, **9**, 488-498.

UN Commission on Environment and Development, (1987). (The Brundtland Report) *Our common future.* New York: Oxford University Press.

Young, W. and Tilley, F. (2006). 'Can businesses move beyond efficiency? The shift toward Effectiveness and Equity in the corporate sustainability debate'. *Business Strategy and the Environment,* **15**, 402-415.