

**City University of Hong Kong**

**Information on a Taught Postgraduate Course  
offered by Department of Public Policy  
with effect from Semester A in 2014 / 2015**

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**Part I**

<b>Course Title:</b>	Sustainability and Business
<b>Course Code:</b>	POL6503
<b>Course Duration:</b>	One Semester
<b>Credit Units:</b>	3
<b>Level:</b>	P6
<b>Medium of Instruction:</b>	English
<b>Prerequisites:</b>	Nil
<b>Precursors:</b>	Nil
<b>Equivalent Courses:</b>	Nil
<b>Exclusive Courses:</b>	Nil

## Part II

### 1. Course Aims

The course aims at offering knowledge in the regulatory framework as well as technological and social factors in relation to the environmental sustainability of business operations. Students will also be trained of the practical skills in adopting sustainability as core element in designing the management system and strategies of the business corporation and to enhance competitive advantage of the corporation.

Three broad areas will be covered in the course: 1) environmentally responsible firms and greening governance and production; 2) motivating factors for individual firms in green governance and production; and 3) shifting regulatory frameworks and the influence of the public and non-governmental sector in shaping the business environmental.

The course will adopt a problem-based learning (PBL) approach and students will be asked to undertake a sector environmental performance analysis which will be reported as a term paper. The study will be student-centred and be conducted in small groups.

### 2. Course Intended Learning Outcomes (CILOs)

*Upon successful completion of this course, students should be able to:*

No.	CILOs	Weighting (if applicable)
1.	Explain the basic concepts and analytical tools of corporate environmental strategy and management system	20%
2.	Attribute the drivers of business greening at the levels of individual firms, particular industries, and the economy as a whole	20%
3.	Interpret the shifting roles of government, market and non-governmental organizations in business environmental management	20%
4.	Judge the strategies of environmentally responsible firms, in the areas of greening processes, products, marketing and governance	20%
5.	Locate the environmental challenges facing a Hong Kong-based company and construct innovative solutions to the environmental challenges	20%

### 3. Teaching and Learning Activities (TLAs)

*(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No.	TLAs	Hours/week (if applicable)
1, 2, 3, 4	Lectures on concepts, theories and analytical tools of corporate environmental management and strategies	3 hours per week
1, 2, 3	A environmental performance report	Group report
1, 2, 3	Oral presentations on the sector environmental performance analysis reports	Team presentation
1, 2, 3, 5	Term papers	Team project
1, 2, 3, 5	Oral presentations about the term projects	Team presentation

### 4. Assessment Tasks/Activities

*(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
1, 2, 3	summaries about the two selected cases (1000-1200 words)	2 x 10 = 20%	Every student submit 2 case write-ups
1, 2, 3, 4	An oral presentation on the summaries	10%	15-minute oral presentation
1, 2, 3	Analysis report on the environmental performance of a core business sector (2500-3000 words)	20%	due by the middle of the semester
1, 2, 3, 4	An oral presentation about the term paper	10%	15-minute oral presentation
1, 2, 3, 4	A 3000- 3500 words term paper on assessing the corporate strategy/approach on environmental challenge/problem	40%	Due by the beginning of the examination period.

**5. Grading of Student Achievement:** Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees. *All marks and grades are subject to approval by the Assessment Panel.*

Letter Grade	Grading criteria in relation to CILOs
A+ A A-	Demonstrating comprehensive, in-depth understanding of corporate environmental management concepts/methods and excellent application of the related concepts/analytical tools to devise, evaluate and refine the environmental strategy of a Hong Kong-based company, with active participation in and contribution to in-class case discussions and term paper writing.
B+ B B-	Demonstrating good to very good understanding of corporate environmental management concepts/methods and good application of the related concepts/analytical tools to devise, evaluate and refine the environmental strategy of a Hong Kong-based company, at least with satisfactory participation in and contribution to in-class case discussions and team paper writing.
C+ C C-	Demonstrating basic but not advanced understanding of corporate environmental management concepts/methods and basic application of the related concepts/analytical tools to devise, evaluate and refine the environmental strategy of a Hong Kong-based company, with at least occasional participation in and contribution to in-class case discussions and term paper writing.
D	Partial but very inadequate understanding of corporate environmental management concepts and inadequate application of the related analytical tools to devise, evaluate and refine the environmental strategy of a Hong Kong-based company, with at least some limited participation in and contribution to in-class case discussions and term paper writing.
F	Failure to demonstrate understanding of corporate environmental management concepts and to apply the related analytical tools to devise, evaluate and refine the environmental strategy of a Hong Kong-based company, with poor attendance in and little contribution to in-class case discussions and term paper writing.

## Part III

### Keyword Syllabus

Environmental management; Environmental risk; Business opportunity; Competitive advantage; Environment regulation; Environmental management system; ISO 14001; Ecosystem services; Life cycle analysis; Life cycle management; Environmental product differentiation; Cost reduction; Industry self-regulation; Climate change; Greening the supply chain; Reverse supply chains; Extended Producer Responsibility; Partnerships and stakeholders; Base of the Pyramid; Environmental Cost Accounting; Market failure; Sustainability; Green economy, Environmental governance; Corporate social responsibility; Voluntary environmental program; and Business plan.

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### Recommended Reading

#### Textbooks

Esty, D.C. and A. Winston. *Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage*. New Haven: Yale University Press, 2009.

Reinhardt, F. *Down to Earth*. Cambridge: Harvard Business Press, 1999

Hoffman, A. *Competitive Environmental Strategy*. Washington DC: Island Press, 2000

#### Other readings

Coase, R. 1960. The Problem of Social Cost, *Journal of Law and Economics*: 1-44.

Porter, M. E. 2008. The Five Competitive Forces that Shape Strategy. *Harvard Business Review*: 24-40.

Esty, D. C. and M. E. Porter. 1998. Industrial Ecology and Competitiveness: Strategic Implications for the firm. *Journal of Industrial Ecology*, 2(1): 35-44.

Porter, M. E. and Claas van der Linde. 1995. Green and Competitive: Ending the Stalemate, *Harvard Business Review*, 73(5): 120-134.

Reinhardt, F. 1999. Bringing the environment down to earth. *Harvard Business Review*, 77(4): 149 -157.

Solow, R. 1992. *An Almost Practical Step Toward Sustainability*. Washington: Resources for the Future.