

FB6878: CORPORATE SUSTAINABILITY AND ESG STRATEGIES

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Corporate Sustainability and ESG Strategies

Subject Code

FB - College of Business (FB)

Course Number

6878

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

4 weeks (Intensive study): Pre-class online study (40 hours) + 5-day class meetings (40 hours) + Out-of-the-class work (80 hours)

Credit Units

4

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This module aims to equip students, who are mainly executives or senior professionals, with the ability to develop and execute corporate strategies that prioritize long-term sustainability and responsible business practices.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyse the strategic implications of environmental, social, and governance (ESG) factors for an organization's competitive positioning and long-term viability.		x	x	x
2	Evaluate best practices for integrating ESG principles into the strategic planning and decision-making processes of an organization.		x	x	x
3	Formulate plans to drive sustainable business model innovation and transformation within an organization.		x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Pre-class online study	Students will have some readings in advance to familiarize themselves with the course material and prepare for upcoming lectures or discussions.	1, 2, 3	
2	Seminars	Students participate in interactive sessions led by experts or guest speakers, where they discuss and explore specific topics in-depth, sharing knowledge and engaging in critical analysis.	1, 2, 3	

3	Expert Sharing	Students are encouraged to join the sharing session conducted by experts to gain first-hand exposure to real-world practices, industry settings, and insights on corporate strategies.	1, 2, 3	
4	Group and individual projects	Students complete tasks or projects for applying their knowledge and skills to demonstrate understanding and achieve specific learning objectives.	1, 2, 3	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Individual Project/ Assignment	1, 2, 3	50	
2	Group Project/ Assignment	1, 2, 3	50	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

1. Assignments (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

Good

(B+, B, B-) The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position. Some new insights and questions offered with clear evidence of learning from the course.

Fair

(C+, C, C-) The arguments are highly relevant and accurate with fair appreciation of the subject matter, principles/ conceptual framework and the contemporary context.

Marginal

(D) The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context. No originality, weak justification of conclusions and poorly structured.

Failure

(F) Little evidence of familiarity with the subject matter; Fail to submit the individual essay.

Assessment Task

2. Projects (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

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Failure

(F) Little evidence of familiarity with the subject matter; Fail to submit the individual essay.

Assessment Task

3. Essays (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context.

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Failure

(F) Little evidence of familiarity with the subject matter; Fail to submit the individual essay.

Assessment Task

1. Assignments (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context. Generalizes principles, models or practices to generate new insights and questions.

Good

(B+, B) The arguments demonstrate a good appreciation of the subject matter, principles/ conceptual framework and the contemporary context with indications of reflection on own position. Some new insights and questions offered with clear evidence of learning from the course.

Marginal

(B-, C+, C) The arguments are relevant and accurate but isolated, addressing the subject matter only in part and lacking both a strong grounding in principles/ conceptual framework and understanding of the contemporary context. No originality, weak justification of conclusions and poorly structured.

Failure

(F) Little evidence of familiarity with the subject matter; Fail to submit the individual essay.

Assessment Task

2. Projects (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Assess students' ability to demonstrate a sound knowledge of the subject matter and its future development, and how that knowledge can be applied to solve real-world problems encountered effectively and creatively.

Excellent

(A+, A, A-) The arguments show a higher degree of originality and internalization to form a well-defined perspective on the subject matter. Strong evidence of reflection on own position based on a comprehensive understanding of principles/ conceptual framework and the contemporary context. Generalizes principles, models or practices to generate new insights and questions.

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Part III Other Information

Keyword Syllabus

- The strategic imperative for corporate sustainability
- Frameworks for integrating ESG into strategic planning
- Sustainable business model innovation
- Stakeholder engagement and management
- Measuring, reporting, and communicating sustainability
- Navigating ESG-related regulations and disclosure requirements
- Sustainable supply chain management
- Sustainable finance and investment
- The role of technology in sustainable business transformation
- Leading organizational change for sustainability

Reading List

Compulsory Readings

	Title
1	Ahmed, M. (2022). Global agricultural production: resilience to climate change (1st ed. 2022. ed.). Springer.
2	Amar, J., Demaria, S., & Rigot, S. (2022). Enhancing Financial Transparency to Mitigate Climate Change: Toward a Climate Risks and Opportunities Reporting Index. <i>Environmental modeling & assessment</i> , 27(3), 425-439.
3	Archer, M. (2024). Unsustainable: measurement, reporting, and the limits of corporate sustainability. New York University Press.
4	Carbó-Valverde, S., & Cuadros-Solas, P. J. (2023). New Challenges for the Banking Industry: Searching for Balance Between Corporate Governance, Sustainability and Innovation (1st ed.). Palgrave Macmillan.
5	Jurczenko, E. (2023). Climate investing: new strategies and implementation challenges. John Wiley & Sons, Inc.
6	Machado, C., & Paulo Davim, J. Oo. (2023). Corporate Governance for Climate Transition (First edition. ed.). Springer Nature Switzerland AG.
7	OECD (2023) Corporate Governance Sustainability Policies and Practices for Corporate Governance in Asia
8	OECD (2024) Global Corporate Sustainability Report 2024. OECD Publishing.
9	Pucelj, M., & Bohinc, R. (2024). Corporate Governance and CSR Strategies for Sustainability. IGI Global.
10	Read, C. (2023). Understanding Sustainability Principles and ESG Policies: A Multidisciplinary Approach to Public and Corporate Responses to Climate Change (1st ed.). Springer International Publishing AG.
11	Sundaram, A. K., & Hansen, R. G. (2023). Handbook of business and climate change. Edward Elgar Publishing.
12	Taticchi, P., Demartini, M., & Corvaglia-Charrey, M. (2023). Sustainable Transformation Strategy: Casebook on Corporate Sustainability in Practice (1st ed.). Springer International Publishing AG.
13	Yusuf, J.-E. W., & St. John, B. (2022). Communicating climate change: making environmental messaging accessible. Routledge.

Additional Readings

	Title
1	Nil