

FB8057I: CORPORATE SUSTAINABILITY AND RESPONSIBILITY

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Corporate Sustainability and Responsibility

Subject Code

FB - College of Business (FB)

Course Number

8057I

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

D8 - Professional Doctorate

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

NIL

Precursors

NIL

Equivalent Courses

NIL

Exclusive Courses

NIL

Part II Course Details

Abstract

This course explores the principles and practices of Corporate Social Responsibility (CSR) and Sustainability, focusing on how organizations strategically engage in social initiatives that enhance long-term shareholder value. Students will investigate various CSR models, highlighting the depth of organizational commitment to social practices and the critical connections with stakeholders and the broader community. The course emphasizes the transformative impact of CSR initiatives across economic, social, and environmental dimensions, illustrating how these efforts can elevate an organization's sustainable development. Through case studies and practical applications, students will cultivate ethical leadership skills and competencies necessary to design and implement effective social programs, thereby enhancing the overall value proposition of their future organizations.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe the concepts and principles of corporate sustainability and responsibility.	20%	x		
2	Analyze the impact of corporate sustainability practices on business operations and stakeholders.	25%	x	x	x
3	Evaluate the effectiveness of sustainability reporting frameworks and standards.	15%		x	x
4	Design strategies for implementing sustainable business practices in a corporate setting.	30%		x	x
5	Critically assess the role of businesses in addressing global sustainability challenges.	10%	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	Lectures	Students will engage in interactive lectures gaining understanding of core concepts of corporate sustainability and responsibility.	1, 2, 3, 5	
2	Analysis	Students will develop strategies and conduct critical analysis related to sustainability practices in business operations.	2, 3, 4, 5	

3	Group Project presentation	Students will collaboratively present strategies for implementing sustainable business practices.	3, 4, 5	
4	Debates	Students will engage in stimulating debates exploring the role of businesses in addressing global sustainability challenges.	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	Individual assignment	1, 2, 3, 4, 5	40	The individual assignment will focus on analyzing sustainability practices in business operations. The use of generative AI tools is recommended. However, copyright compliance must be carefully considered to avoid legal risks.	Yes
2	Group written report (30%) and presentation (15%)	1, 2, 3, 4, 5	45	Students will collaboratively develop strategies for sustainable business practices in a report and present their sustainable business strategies to the class. The use of generative AI tools is recommended. However, copyright compliance must be carefully considered to avoid legal risks.	Yes

3	Class Participation	1, 2, 3, 4, 5	15	Extensive class participation will be required during each class. Students are required to demonstrate their understanding of key concepts and apply those to other situations. In doing so, they should practice clear communication. The use of generative AI tools is recommended. However, copyright compliance must be carefully considered to avoid legal risks.	Yes
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Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Individual assignment (40%)

Excellent

(A+, A, A-) The student could address key issues in the case. The strategic analysis and recommendations are highly justifiable/ innovative.

Good

(B+, B, B-) The student could address some key issues in the case. The strategic analysis and recommendations are well justified.

Fair

(C+, C, C-) The student could answer the case questions logically but little application of the CSR concepts learnt. Some justifications of recommendations are given.

Marginal

(D) The analyses are isolated, addressing a limited number of issues. Demonstration of understanding in a minimally acceptable way. Poor answers to the case questions with weak justification of recommendations.

Failure

(F) Very few analyses were done. Lack of understanding of the CSR concepts. Extremely poor answers to the case questions with no justifications.

Assessment Task

Group written report (30%)

Excellent

(A+, A, A-) The project presents a real CSR problem. The context and the situation are very clearly described in the case. The analysis clearly identifies the specific CSR issues. The analysis demonstrates an excellent use of CSR concepts to solve the CSR issues in the case. Recommendations are very well justified. The writing is logical and free of grammatical mistakes. Appropriate referencing is given.

Good

(B+, B, B-) The case presents a real CSR problem in an organization. The context and the situation are clearly described in the case. The analysis identifies the specific CSR issues. The analysis demonstrates a good use of CSR concepts to solve the CSR issues in the case.

Recommendations are well justified. A few grammatical mistakes are found.

Fair

(C+, C, C-) The case presents an CSR problem in an organization. The context and the situation are partially described in the case. The analysis identifies a general CSR issue. The analysis demonstrates some use of CSR concepts to solve the CSR issues in the case. Recommendations are partially justified.

Some grammatical mistakes are found.

Marginal

(D) The case presents an CSR problem in an organization. The context and the situation are barely described in the case. The analysis identifies a general CSR issue. The analysis demonstrates a limited use of CSR concepts to solve the CSR issues in the case.

Recommendations are hardly justified. Many grammatical mistakes are found.

Failure

(F) The case does not present an CSR problem in an organization. The context and the situation are barely described in the case. The analysis does not identify any CSR issue.

Recommendations are hardly justified. Many grammatical mistakes are found.

Assessment Task

Group presentation (15%)

Excellent

(A+, A, A-) An extremely well- structured presentation delivered to a superior professional standard of presentation skills (language fluency, voice modulation, facial expression, body language) with compelling audience impact. Substantial amount of analysis and research done on the topic. Some thought- provoking questions were addressed to the audience. Excellent answers to the questions at the end of the presentation.

Good

(B+, B, B-) A well-structured presentation delivered to a high professional standard of presentation skills with strong audience impact. Good evidence that analysis and research has been done. A few thought- provoking questions were addressed to the audience. Good answers to the questions asked at the end of the presentation.

Fair

(C+, C, C-) Presentation structure not fully coherent and presentation skills no more than acceptable. Audience impact weak. Some evidence that analysis and research has been done. Fair answers to the questions asked at the end of the presentation.

Marginal

(D) Presentation structure barely coherent and presentation skills bordering on the unacceptable. Very weak audience impact. Little research and analysis done on the topic. Poor answers to the questions asked at the end of the presentation.

Failure

(F) Presentation structure is not coherent and the presentation skills is unacceptable. Extremely weak audience impact. Very little research and analysis done on the topic. Very poor answers to the questions asked at the end of the presentation.

Assessment Task

Class participation (15%)

Excellent

(A+, A, A-) Superior grasp of the subject matter; evidence of extensive knowledge base.

Good

(B+, B, B-) Very good grasp of the subject matter; evidence of good knowledge base.

Fair

(C+, C, C-) Reasonable grasp of the subject matter; evidence of reasonable knowledge base.

Marginal

(D) Marginal grasp of the subject matter

Failure

(F) Little grasp of the subject matter

Part III Other Information

Keyword Syllabus

a. Introduction to CSR

- Definition of CSR
- Historical perspectives
- Importance in modern business

b. Sustainability Concepts

- Environmental sustainability
- Social sustainability
- Economic sustainability

c. Stakeholder Engagement

- Identifying stakeholders
- Stakeholder management strategies
- Stakeholder engagement models

d. Sustainable Business Practices

- Sustainable supply chain management
- Green marketing
- Circular economy principles

e. Corporate Governance and Ethics

- Ethical decision-making
- Corporate governance frameworks
- Role of ethics in CSR

f. Sustainability Reporting

- GRI Standards
- Integrated Reporting
- ESG metrics

g. Sustainability and Innovation

- Sustainable innovation practices
- Impact of innovation on sustainability
- Technology and sustainability

h. Global Sustainability Challenges

- Climate change
- Biodiversity conservation
- Social inequality

i. CSR Policies and Regulations

- International CSR standards
- Compliance and reporting requirements
- CSR legislation

j. Corporate Social Responsibility Strategies

- Philanthropy and community engagement
- CSR as a competitive advantage
- CSR in emerging markets

k. Corporate Sustainability Performance Measurement

- Triple Bottom Line (TBL) approach
- Key performance indicators (KPIs)
- Sustainability performance assessment tools

l. Future Trends in CSR

- Sustainable development goals (SDGs)
- Impact investing
- Corporate activism

Reading List**Compulsory Readings**

Title	
1	Book: "Corporate Social Responsibility: Definition, Core Issues, and Recent Developments" Author: Brent D. Beal Description: Provides a comprehensive overview of CSR concepts, issues, and recent trends
2	Book: "The Green to Gold Business Playbook: How to Implement Sustainability Practices for Bottom-Line Results in Every Business Function" Authors: Daniel C. Esty and P.J. Simmons Description: Focuses on integrating sustainability into various business functions for financial success.
3	Book: "Sustainable Business: Key Issues" Authors: Helen Kopnina and John Blewitt Description: Explores key sustainability issues faced by businesses and strategies for addressing them.

Additional Readings

Title	
1	Nil