

Bachelor Seminar Corporate Sustainability

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Seminar Description: The seminar aims to highlight the most important issues of Corporate Sustainability practice from a dual perspective: that of established companies and of new ventures. Established companies are called upon tackling the challenges of our rapidly changing world, such as climate change, peak oil, peak food, pollution etc, to which they have (had) a significant contribution. This demands a paradigm shift in business practice, by acknowledging that a firm's success cannot be measured by its traditional financial bottom line only, but also by its social/ethical and environmental performance (so-called triple bottom line). Surveys report that an overwhelming majority of executive managers believe sustainability will be critical to their company's future success, but they point to key challenges such as the complexity of implementing sustainable practices across business functions, competing strategic priorities, low consumer interest and willingness to buy/pay, or lack of recognition from the financial markets. Therefore, in the first part of the seminar, we will look at how established companies can integrate sustainability in their business practice, pointing to the arising challenges, but also to chances emerging from corporate sustainability practice.

In the second part, we will switch perspectives and focus on how new ventures which have sustainable goals since their foundation. Due to the major environmental and social problems that society is facing, sustainable development has emerged as a prominent concept for business and society (Hall et al. 2010). For this reason, entrepreneurship has the potential to play a key role in achieving the sustainable development goals formulated by the United Nations (2015). In this part of the seminar has three main goals, students will identify and describe the main concepts in sustainable entrepreneurship, understand the process of sustainable entrepreneurship and obtain the skills of scientific working.

Objectives: At the end of the seminar, you are able to:

1. Understand the sustainability challenges and chances established companies face nowadays.
2. Get acquainted with different approaches, how established companies can implement sustainability in their operations, especially HR, Management Tools, Innovation, Marketing and Reporting.
3. Analyze the impact of sustainability issues upon classical business functions. Critically assess current corporate sustainability/business practice.
4. Identify the main concepts of sustainable entrepreneurship.
5. Describe the founding process of sustainable entrepreneurs.
6. Acquire the skills of developing and writing scientific essays.

The learning objectives will be achieved by reading the materials and participating in classes.

Location: TUM School of Management, Arcisstr. 21, 80333 München