

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Lectures:	14.5
Richmond Business School	Seminar / Tutorials:	8
	Independent / Guided Learning:	77.5
Programme:		
MSc International Business Management	Credits:	10
	UK CATS credits	
FHEQ Level:		5
7	ECTS credits	
Course Title:		2 US
Sustainable Business Strategies	credits	

Course Code:

MGT 7203

Student Engagement Hours:

100

Course Description:

ESG values have come to the forefront recent business discourse and financial investment. Building on theories and models of strategic management this course focuses on strategic analysis, planning and implementation of environmentally and socially sustainable business strategies. Early lectures outline the basic strategic analysis models and case study analyses relate to both the firm's internal operations and the environment in which it operates. The course culminates in embedding the principles of ESG and the triple bottom line into future strategic planning.

Prerequisites: None

Aims and Objectives:

The Course aims to develop the skills to analyse, evaluate and create strategic plans that embrace sustainability and ESG values. It aims to introduce students to strategic management concepts and to increase students' awareness of the role that strategic management plays in organizational life and survival. Its objective is to familiarize students with the theories, analytical tools, terminology and language of strategic management, sustainability, the triple bottom line and ESG values. Students will develop critical judgment of strategic issues through application of theory to practice.

Programme Outcomes:

A1; A2; A4; A5
B1; B2; B3; B4; B5
C1; C2; C3; C4
D1; D2; D3; D4; D5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- Describe and discuss what is meant by the strategy of an organization.
- Identify and assess an organization's competitive strengths and weaknesses with particular reference to sustainability and ESG values.
- Identify and critically evaluate the strategic options available to an organization to create or embed ESG values into their strategy.
- Create and critically evaluate a strategic plan that incorporates the principles of the triple bottom line.

Indicative Content:

- Corporate vision, mission and purpose
- Macro-environmental Analysis
- Industry and Sector Analysis
- Stakeholder Analysis
- Strategy in an NGO
- Resources, Core competencies and competitive advantage
- Sustainable Strategic Management
- Triple Bottom line and ESG values
- Creating and Evaluating a Strategic Plan

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

Teaching will be a combination of lectures, seminar discussions and workshops, using case studies and drawing on students' own experiences where appropriate. Lectures will be designed to cover the fundamental issues and build upon the recommended book chapters from the reading list and additional recommended readings. Students will be advised to supplement lecture notes by reading the relevant indicative text(s). Weekly discussions and learning reviews will support and enhance student learning through the exploration and application of their understanding of business strategies.

Indicative Text(s):

- Johnson, J., Whittington, R., Regnér, P., Angwin, D. and Scholes, K., 2020. Exploring strategy. 12th ed. Harlow: Pearson Education Limited.

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