

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	BA International Business Management
FHEQ Level:	5
Course Title:	Global Responsible Business
Course Code:	BUSM 5101
Total Hours:	160 (Lev 3-5) (4 US Credit)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

The course provides students with a broad understanding of the concept and practical effects of responsible business within a global dimension. The concept of business purpose linked with the stakeholders informs the triple dimension of this course that revolves around governance, social and environmental responsibility related to the strategy and functioning of businesses. A holistic view of businesses is based on the all-encompassing concept of corporate sustainability. Corporate successes and failures illustrate choices made by businesses to inform future actions. The course places a particular emphasis on future developments at the global level that inform business sustainability including its reporting. This course embeds UN SDGs 12 and 17 by understanding how SDG language is incorporated in the sustainability reporting of corporates particularly regarding responsible production and consumption (SDG 12) and how partnerships are established with the effect of cooperating on relevant sustainability areas (SDG 17).

Prerequisites:

40 Credits

Aims and Objectives:

This course aims to promote ethical and professional standards that underpin strategy and policy within the business governance and its approach to social and environmental responsibility.

Programme Outcomes:

A5.(ii), B5.(i), C5.(ii), D5.(i)

A detailed list of the programme outcomes found in the Programme Specification. This is located at the archive maintained by 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:

Course Learning Outcomes	Programme Learning Outcomes
<ul style="list-style-type: none"> • Have a critical understanding of the purpose of businesses in relation to the demands of the different types of stakeholders, from shareholders to employees and customers underpinning concepts such as fiduciary duty. 	<p>A.5.(ii)</p>
<ul style="list-style-type: none"> • Critically reflect on the different practices and challenges that businesses are facing to signal their engagement with different stakeholders and assess their effectiveness 	<p>B.5.(i)</p>
<ul style="list-style-type: none"> • Acquire skills and understanding that will enable students to advise corporates internationally on their sustainability approach and reporting. 	<p>C.5.(ii)</p>
<ul style="list-style-type: none"> • Engage in group work in an ethical and cooperative manner in order to advise on corporate sustainability. 	<p>D.5.(i)</p>

Indicative Content:

- The purpose of a business
- The concept of stakeholders: Shareholders, employees, local communities, suppliers, customers.
- Stakeholder engagement
- Governance: Board of directors and shareholders – understanding the investment value chain
- Double materiality and impact
- Economic aspects: tax, lobbying, bribery
- Social responsibility: human rights and beyond
- Environmental responsibility: climate change and biodiversity management.
- Transparency and reporting.
- Future avenues and developments

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:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

- Berners-Lee, M. (2020) *How bad are bananas?: The Carbon Footprint of Everything*. London: Profile Books.
- Fischer, M. et al. (2023) *Sustainable business: Managing the challenges of the 21st Century*. Cham: Springer.
- Ghauri, P.N., Elg, U. and Hånell, S.M. (2023) *Creating a sustainable competitive position: Ethical challenges for international firms*. Bingley: Emerald Publishing.
- Grayson, D. and Coulter, C. (2022) *The Sustainable Business Handbook: A Guide to becoming more innovative, resilient and successful*. London, United Kingdom: Kogan Page Limited.
- Larcker, D.F. and Tayan, B. (2023) *The art and practice of Corporate Governance*. Las Vegas, NV: Independently published.
- Molthan-Hill, P., Winfield, F. and Howarth, R.B. (2023) *The Handbook of Carbon Management: A step-by-step guide to high-impact climate solutions for every manager in every function*. Abingdon: Routledge.
- Rasche, A. et al. (2023) *Corporate sustainability: Managing responsible business in a globalised world*. Cambridge, United Kingdom: Cambridge University Press.
- Tricker, R.I. (2023) *The practice of corporate governance*. Boca Raton: CRC Press, Taylor & Francis Group, an informa business.
- Weetman, C. (2021) *A circular economy handbook: How to build a more resilient, competitive and sustainable business*. London, United Kingdom: Kogan Page.
- Zipse, O. et al. (2024) *Road to net zero: Strategic Pathways for Sustainability-Driven Business Transformation*. Cham: Springer International Publishing AG.

Journals

- Journal of Business and Management*.
- Journal of Business*.
- Business Ethics Quarterly*.
- Corporate Governance: An International Review*.

Websites

- United Nations Global Compact. Available at: <https://unglobalcompact.org/> (Accessed: November 2024).
- Global Reporting Initiative. Available at: <https://www.globalreporting.org/> (Accessed: November 2024).
- IFRS. Available at: <https://www.ifrs.org/> (Accessed: November 2024).
- European Union. Available at: https://european-union.europa.eu/index_en (Accessed: November 2024).

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First Edition	Dec 2024	