



**LUND**  
UNIVERSITY

School of Economics and Management

## **BUSN14, Business Administration: Global Business and Sustainability, 7.5 credits**

*Företagsekonomi: Globalt företagande och hållbarhet, 7,5 högskolepoäng*

Second Cycle / Avancerad nivå

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### **Details of approval**

The syllabus was approved by Academic Director of Studies at Department of Business Administration on 2016-04-19 to be valid from 2016-08-29, autumn semester 2016.

### **General Information**

BUSN14 is a course on Business Administration at the advanced level.

*Language of instruction:* English

*Main field of studies*

Business Administration

*Depth of study relative to the degree requirements*

A1N, Second cycle, has only first-cycle course/s as entry requirements

### **Learning outcomes**

A passing grade on the course will be awarded to students who:

#### **Knowledge and understanding**

Have demonstrated wide knowledge and understanding of models of the role of sustainability in corporate and business level management from a global perspective, with a particular emphasis on:

- Contemporary theories of corporate social responsibility
- Market and firm value creation in relation to environmental and social sustainability
- Stakeholder versus shareholder perspectives on sustainability and globalization
- The role of social and environmental sustainability in today's business landscape and its impact on firm strategies and managerial decision making
- The role of globalization in today's business landscape and its impact on firm strategies and managerial decision making

### **Competence and skills**

- Have demonstrated an ability to gather and integrate information related to global social and environmental sustainability issues with a corporate strategy perspective.
- Have demonstrated ability to use theories, models and concepts related to corporate social responsibility, sustainability and stakeholder theory to analyze complex strategic problems that firms face and to propose suitable solutions.
- Have demonstrated ability to present analyses and conclusions in a clear and consistent manner, not least towards academic and corporate audiences.

### **Judgement and approach**

- Have demonstrated ability to assess the impact of sustainability on firm strategies and strategic decision making and to develop proposals for further development or amendments.

### **Course content**

The objectives of this course are to promote theoretical perspectives as well as empirical knowledge about the challenges of corporate activities in the context of sustainability. The course encompasses managerial perspectives on the integration of business objectives with wider social and environmental well-being as a key function of contemporary management.

The Global business and sustainability management pathway aims to help students to become knowledgeable and socially and environmentally responsible business leaders. With learning drawn from many different disciplines, students will develop the skills to research issues and respond to opportunities in ways that balance business interests with wider social and resource implications. This pathway offers a forward-thinking learning experience which reveals the importance of sustainability to all sectors of global business.

The course outlines how social and environmental sustainability influences the firm. In doing so perspectives and models related to corporate social responsibility, stakeholder and shareholder theory, value creation and setting corporate objectives and performance targets are utilized.

### **Course design**

The course is based on lectures and classroom discussions about the book and articles used in the course. Different perspectives on sustainability will be applied, for instance from the perspective of managers, shareholders or other types of stakeholders. Guest lecturers with experience of how sustainability influences the firm will participate.

The examination is carried out both in group and individually. During the course, the students will work with case studies describing and evaluating challenges and opportunities for firms in association with social and environmental sustainability. The course design is based on active student participation and students are expected to attend all activities. A written individual examination concludes the course.

## Assessment

See appendix including examination sessions.

*Subcourses that are part of this course can be found in an appendix at the end of this document.*

## Grades

Marking scale: Fail, E, D, C, B, A.

Grade (Definition) Points or % out of maximum points. Characteristic.

**A** (Excellent) 85-100. A distinguished result that is excellent with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**B** (Very good) 75-84. A very good result with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**C** (Good) 65-74. The result is of a good standard with regard to theoretical depth, practical relevance, analytical ability and independent thought and lives up to expectations.

**D** (Satisfactory) 55-64. The result is of a satisfactory standard with regard to theoretical depth, practical relevance, analytical ability and independent thought.

**E** (Sufficient) 50-54. The result satisfies the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought, but not more.

**F** (U) (Fail) 0-49. The result does not meet the minimum requirements with regard to theoretical depth, practical relevance, analytical ability and independent thought.

Some occasional examination elements of the course may have the grading scale pass (D) / fail U(F).

*Plagiarism is considered to be a very serious academic offence. The University will take disciplinary actions against any kind of attempted malpractice in examinations and assessments. The penalty that may be imposed for this, and other improper practices in examinations or assessments, includes suspension from the University for a specific period of time.*

## Entry requirements

Students admitted to a Master Programme where this course is either a compulsory or elective part, are qualified for the course. For other students, at least 60 UCP or ECTS-cr in Business Administration is required. These must include a course in basic Business Administration (e.g. FEKA90 Business Administration: Introductory course in Business Administration).

## Further information

In case of closure of the course: Within three semesters after the course closure there will be offered three additional occasions for examination of respective examination part of the course, for students with no successful result. Note that after this you can get a certificate only regarding completed examination parts.

## Subcourses in BUSN14, Business Administration: Global Business and Sustainability

Applies from H16

- 1601 Exam, 3,5 hp  
Grading scale: Fail, E, D, C, B, A
- 1602 Assignment, 2,5 hp  
Grading scale: Fail, E, D, C, B, A
- 1603 Paper seminar, 1,5 hp  
Grading scale: Fail, Pass