

WBC.MSMB - Managing Sustainability for Modern Businesses

WBC.MSMB - Managing Sustainability for Modern Businesses

General information	
Module Code	WBC.MSMB
Unique Identifier	MgmtSustainM-01-BA-M
Module Leader(s)	Prof. Dr. Gulev, Rune Ellemose (rune.e.gulev@haw-kiel.de)
Lecturer(s)	Prof. Dr. Gulev, Rune Ellemose (rune.e.gulev@haw-kiel.de)
Offered in Semester	Wintersemester 2025/26
Module duration	1 Semester
Occurrence frequency	Regular
Module occurrence	In der Regel jedes Semester
Language	Englisch
Recommended for international students	Yes
Can be attended with different study programme	Yes

Curricular relevance (according to examination regulations)
Study Subject: B.A. - BWL - Betriebswirtschaftslehre (letzte Aufnahme SoSe 2024) Module type: Wahlmodul Semester: 4, 5, 7
Study Subject: B.A. - BWL BA - Betriebswirtschaftslehre Module type: Wahlmodul Semester: 7
Study Subject: B.A. - BWL Online TZ - Betriebswirtschaftslehre Online Teilzeit Module type: Wahlmodul Semester: 10, 9
Study Subject: B.Eng. - IVE - Internationales Vertriebs- und Einkaufsingenieurwesen Module type: Wahlmodul Semester: 1, 2, 3, 4, 5, 6
Study Subject: B.Eng. - MB - Maschinenbau Module type: Wahlmodul Semester: 1, 2, 3, 4, 5, 6
Study Subject: B.Sc. - WINF - Wirtschaftsinformatik (6 Sem.) Module type: Wahlmodul Semester: 5
Study Subject: B.Sc. - WINF 7 Sem. - Wirtschaftsinformatik (7 Sem.) Module type: Wahlmodul Semester: 5, 7
Study Subject: B.Sc. - WINF Online - Wirtschaftsinformatik Online Module type: Wahlmodul Semester: 5

Qualification outcome
<i>Areas of Competence: Knowledge and Understanding; Use, application and generation of knowledge; Communication and cooperation; Scientific self-understanding / professionalism.</i>

The course demands that students think critically about current business methods and how sustainability can be achieved/maintained within capitalistic markets. After successful completion of the course, the student will be able to:

- Confidently discuss main literary advancements within the field and their meanings for the pursuit of sustainable agendas
- Understand the main intricacies of our environmental limitations and how human activity since the industrial revolution has placed strains on many environmental resources
- Identify the pressures faced by society and the planet, including the causes of climate change, water management, and other global problems, as well as their potential economic, social and environmental impacts
- Visualize a transition from Cradle-to-grave linear thinking to cradle-to-cradle circular economies
- Explain in detail the intricacies of the German recycling programs and wind-energy programs, with their inherent strengths and weaknesses
- Propose agendas for sustainable work environments with a focus on international social sustainability with migration patterns as well as domestic social sustainability with regard to improving organizational working milieus
- Reconcile a profit driven business incentive with sustainable agendas
- Understand the ways that the private sector is addressing sustainability related issues including CSR management and reporting, global frameworks for sustainability and different codes of conduct.
- Understand technology innovation and how to manage it properly to reduce risks in each stage of the process (from idea conception to mass implementation in a global society)
- Understand and assess the potential for key technologies in order to identify potential opportunities for investing in new innovations
- Identify the main features of different technologies in order to evaluate their economic and social value (this includes carbon mitigation and adaptation technologies)

After successful completion of the course, the student will be able to:

- Motivate and conduct policy change within organizations allowing profit-seeking entities to pursue greater financial value through the implementation of sustainable agendas.
- Display competencies that focus on how management and business can interact positively with communities and the environment in ethically sound ways.
- Discuss how social and corporate needs become opportunities, how these opportunities become innovation drivers and how innovation creates economic and sustainable development.
- Identify and support the birth of new technologies that can aid in the pursuit of sustainable agendas
- Interact in a modern organization so as to act as a change agent for greater sustainable agendas using a specific assortment of assessment tools gauging sustainability readiness
- Make smart decision uniting profit motives with sustainable agendas

After successful completion of the course, the student will be able to:

- Present and discuss complicated issues relating to sustainable agendas
- Represent a variety of viewpoints concerning the pursuit of sustainability for businesses and the controversy that is link to it.
- Propose thoughts about further developments and be able to engage in dialogue with actors that are likely to oppose your solutions
- Create an action plan for companies to engage in greater sustainable agendas with specific tasks and engagements that encourage greater involvement for company employees
- Express and overcome sustainability blunders that hinder progressivity within companies
- Present future agendas concerning sustainable actions with a plan for who needs to do what

After successful completion of the course, the student will be able to:

- Independently propose thoughts about sustainable agendas that are profitable for companies to pursue
- Reflect upon the motivators behind the pursuit of sustainable agendas and the hindrances that traditionalists fear
- Envision a larger win/win scenario for regions, countries, continents and the world by uniting efforts and avoiding protectionist and minimalistic short term thinking
- Possess a holistic understanding of how business, the profit motive and sustainable actions can harmonize without detriment to peripheral actors

Content information

Content	<p>Special emphasis is placed on 3 core subjects:</p> <ul style="list-style-type: none"> • Human Resource sustainability • Environmental sustainability • Economic sustainability <p>This includes but is not limited to:</p> <ul style="list-style-type: none"> • Population growth and natural limitations • Demographic changes • Wealth distribution and the double divide • Greenhouse gases and climate change • Assessments of scientific data, e.g. Keeling Curve • Political and Business responses to climate change • Energy use and limited resources • The materials economy • The cycle of distrust and its potential dangers • Worker mobility and ethical issues • Assessment of migration patterns • Labour specialization and its positive/negative consequences • Scientific Management • The new international division of labour • Country competitiveness levels correlated to work ways • Natural Capitalism • Renewables and profit making • Leading change towards sustainability • Implementing sustainability into organizations • Linking attitudes and values to sustainable behavior • The psychology of honest behavior and its interrelation to sustainability • Overcoming blockages to thinking sustainably <p>#bevölkerungswachstum #demografie #vermögensverteilung #doppelteaufteilung #treibhausgase #klimawandel #keelingkurve #materialwirtschaft #misstrauenszyklus #arbeitnehmermobilität #wirtschaftsethik #migrationsmuster #wissenschaftsmanagement #arbeitsteilung #landeswettbewerbsfähigkeit #naturkapitalismus #erneuerbareenergien #nachhaltigkeit #wandelleitung #nachhaltigkeitimplementierung #7nachhaltigkeitsfehler #ökologisierung #blockade #wenigeristmehr #populationgrowth #demographics #wealthdistribution #doubledivide #greenhousegases #climatechange #materialeconomy #cycleofdistrust #workermobility #businessethics #migrationpatterns #scientificmanagement #divisionoflabour #countrycompetitiveness #naturalcapitalism #renewableenergy #sustainability #leadingchange #implementingsustainability #naturalstep #7sustainabilityblunders #greening #blockage #lessismore</p>
----------------	---

Literature	<p>Recommended readings:</p> <ul style="list-style-type: none"> • Hawken, P. (2005). The Ecology of Commerce; a Declaration of Sustainability. HarperCollins, New York. • Ehrenfeld, J. R. (2008). Sustainability by Design; a subversive strategy for transforming our consumption culture. Yale University Press, London. • Hawken, P., Lovins, A. B. & Lovins, L. H. (2010). Natural Capitalism; the next industrial revolution. Earthscan, London. • Chichilnisky, G. (2011) 'What is sustainability?', International Journal of Sustainable Economy, Vol. 3, No. 2, pp.125–140. • Coco, G. and Ferri, G. (2010) 'From shareholders to stakeholders finance: a more sustainable lending model', International Journal of Sustainable Economy, Vol. 2, No. 3, pp.352–364. • Hsu, T. (2010) 'Corporate eco-managers turning companies green', San Francisco Chronicle, 2 January, p.2. • Leszczynska, A. (2011) 'Cultural conditions of sustainable development of organizations', International Journal of Sustainable Economy, Vol. 3, No. 3, pp.341–360. • Navarro, M. (2010) 'Sustainable cultures: a step beyond anthropology', New York Times, 3 January. • Pfeffer, J. (2010) 'Building sustainable organizations: the human factor', Academy of Management Perspectives, Vol. 2, pp.34–45.
-------------------	---

Teaching formats of the courses

Teaching format	SWS
Seminar	4

Workload

Number of SWS	4 SWS
Credits	5,00 Credits
Contact hours	48 Hours
Self study	102 Hours

Module Examination

Examination prerequisites according to exam regulations	None
WBC.MSMB - Portfolioprüfung	<p>Method of Examination: Portfolioprüfung Weighting: 100% wird angerechnet gem. § 11 Absatz 2 PVO: No Graded: Yes Remark: The final grade consists of 1 large assignment and presentation to be completed throughout the semester (25%) and a final assignment (75%) at the end of the semester.</p>

Miscellaneous

Recommended Prerequisites	To have read and understood at least two of the books/articles from the recommended literature list.
----------------------------------	--