



Course and Examination Fact Sheet: Autumn Semester 2020

7,908: Sustainability and Corporate Strategy: Meeting the Energy and Climate Challenges

ECTS credits: 3

Overview examination/s

(binding regulations see below)

Decentral - Presentation (individual) (30%)

Examination time: term time

Decentral - Presentation (in groups - all given the same grades) (40%)

Examination time: term time

Decentral - examination paper written at home (individual) (30%)

Examination time: term time

Attached courses

Timetable -- Language -- Lecturer

[7,908,1.00 Sustainability and Corporate Strategy: Meeting the Energy and Climate Challenges \(CEMS Block Seminar\)](#) -- Englisch -- Walls Judith Louise , Wüstenhagen Rolf

Course information

Course prerequisites

No prerequisites.

Learning objectives

1. Understanding basic principles and generic types of sustainability strategies. Identifying economic, environmental and social developments as drivers for sustainability strategies.
2. Understanding opportunities and limitations of sustainability strategies within different industries. Developing the ability to create sustainability strategies for real-world cases and to identify some of the underlying challenges.
3. Obtaining operational knowledge for implementing sustainability strategies into sustainability management. Identifying basic principles, drivers and constraints for successful sustainability-driven business models.

Course content

In the beginning of the 21st century, many companies around the world are about to incorporate the concept of sustainability in their strategic management agenda. Thereby,

"Sustainability is often defined as managing the triple bottom line - a process by which firms manage their financial, social, and environmental risks, obligations and opportunities. These three impacts are sometimes referred to as profits, people, and planet." (Network for Business Sustainability)

What are the basic principles and the drivers for sustainability? What types of sustainability strategies exist and how can companies build and develop social, environmental and economic capital at the same time? How do customers, competitors, NGOs, and governments influence companies' strategies? How do organizations go about creating new market opportunities in the face of global climate change? How do organizations go about capturing value from new energy solutions and what are some of the opportunities and challenges in that process?

These questions will be addressed at the 2020 HSG CEMS Block Seminar. The seminar focus is on sustainability as part of



corporate strategies. Speakers from academia and business will address the issue from different perspectives. Active student participation will be encouraged throughout the course.

Course structure

Block Seminar. See Course Outline for more details.

Course literature

Basic literature

Bansal, P. 2005. Evolving sustainably: A longitudinal study of corporate sustainable development. *Strategic Management Journal*, 26: 197-218.

Delmas, M. & Toffel, M.W. 2004. Stakeholders and environmental management practices: An institutional framework. *Business Strategy and the Environment*, 13: 209-222.

Hart, S.L. 1995. A natural-resource-based view of the firm. *Academy of Management Review*, 20(4): 986-1014.

Hart, S.L. & Milstein, M. 2003. Creating sustainable value. *Academy of Management Executive*, 17(2): 56-67.

Mitchell, R.K., Agle, B.R. & Wood, D.J. 1997. Toward a theory of stakeholder identification and salience: Defining the principle of who and what really counts. *Academy of Management Review*, 22(4): 853-886.

Orsato, R. 2006. Competitive environmental strategies: When does it pay to be green? *California Management Review*, 48(2): 127-143.

Zollo, M., Cennamo, C. & Neumann K. 2013. Beyond what and why: Understanding organizational evolution towards sustainable enterprise models. *Organization & Environment*, 26(3): 241-259.

Additional course information

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in AS 2020, the course information listed above will be changed as follows:

- The course is conducted online via the platform CANVAS/Zoom.
- The lecturer informs via email on the changed implementation modalities of the course;
- Course content such as guest lectures will be conducted online;
- In the event of moving to an online platform, we will follow the course content as planned on the original dates.

The examination information listed below would be changed as follows:

- The group presentations are conducted online and are being recorded.

Examination information

Examination sub part/s

1. Examination sub part (1/3)

Examination time and form

Decentral - Presentation (individual) (30%)

Examination time: term time



Remark

Prepare a 2 minute video prior to the seminar.

Examination-aid rule

Practical examination

No examination-aid rule is necessary for such examination types. The rules and regulations of the University of St. Gallen apply in a subsidiary fashion.

Supplementary aids

Individual Assignment (to be prepared prior to the block seminar)

In preparation for the CEMS Block Seminar 2020, an individual assignment has to be prepared prior to the seminar.

Guidelines for the **video**:

- Max. 2 minutes, file format MP4.
- To address the questions you may incorporate graphs, figures, text and/or any other suitable elements in your video.

See Course Outline for more details.

Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/3)

Examination time and form

Decentral - Presentation (in groups - all given the same grades) (40%)

Examination time: term time

Remark

See Course Outline for more details.

Examination-aid rule

Practical examination

No examination-aid rule is necessary for such examination types. The rules and regulations of the University of St. Gallen apply in a subsidiary fashion.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

3. Examination sub part (3/3)

Examination time and form

Decentral - examination paper written at home (individual) (30%)

Examination time: term time

Remark

Learning reflection paper after the seminar.

Examination-aid rule

Term papers

Term papers must be written without anyone else's help and in accordance with the known quotation standards, and they must contain a declaration of authorship which is a published template in StudentWeb.



The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the chosen citation standard such as APA or MLA.

For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGOREK R. et SCHINDLER B., Juristisches Arbeiten: Eine Anleitung für Studierende, newest edition respectively, or according to the recommendations of the Law School).

The indications of the sources of information taken over verbatim or in paraphrase (quotations) must be integrated into texts in accordance with the precepts of the applicable quotation standard, while informative and bibliographical notes must be added as footnotes (recommendations and standards can be found, for example, in METZGER, C., Lern- und Arbeitsstrategien, newest edition respectively).

For any work written at the HSG, the indication of the page numbers is mandatory independent of the chosen citation standard. Where there are no page numbers in sources, precise references must be provided in a different way: titles of chapters or sections, section numbers, acts, scenes, verses, etc.

Supplementary aids

See Course Outline for more details.

Examination languages

Question language: English

Answer language: English

Examination content

All information on the examination content will be sent to the students directly by email, or will be provided during the seminar week.

Examination relevant literature

Was already provided before.

Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW51) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 42 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 34 (Thursday, 20 August 2020);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 12 October 2020);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 42 (Monday, 12 October 2020);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 44 (Thursday, 29 October 2020).