

Subject Code	MM5682
Subject Title	ESG and Sustainability
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	To equip MBA students with an in-depth understanding of ethics, social responsibility, and sustainable development in general management. Ethics cut across a diverse range of business functions and sectors to inform students of the importance and relevance of corporate social and environmental responsibility. Whatever the specific business setting, be it accountancy, finance, logistics, marketing or management, examining corporate interaction with stakeholders and the notion of social responsibility and ethical behaviour are a matter of concern as it facilitates corporations to achieve business sustainability. Specifically, this subject contributes to MBA Programme Outcome 5 (Global Outlook) and Outcome 6 (Ethics, Responsibility and Sustainability).
Intended Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a. Synthesize and internalise the concepts of ethics, responsibility, and sustainability from a stakeholder's perspective and their development in the global environment b. Analyse the business relevance of ethics, responsibility, and sustainability c. Create business models with CSR for achieving business ethics, responsibility, and sustainability d. Assess the business impact of ethics, responsibility, and sustainability e. Develop appropriate CSR approaches to handle critical ethics, responsibility, and sustainability issues f. Develop appropriate CSR approaches to handle ethics issues when involving one or more of the five technology elements (A – Artificial Intelligence (AI); B – Blockchain; C – Cloud Computing; D – Data Science; E – Entrepreneurship)
Subject Synopsis/ Indicative Syllabus	<p>Part I: Overview</p> <ol style="list-style-type: none"> 1. Ethics, Responsibility and Sustainability: A Stakeholder Perspective 2. Ethical Theories and Babson Framework for Ethical and Responsible Decision <p>Part II: Corporate and Its Stakeholders</p> <ol style="list-style-type: none"> 3. Corporate Responsibility to Investors / Shareholders 4. Corporate Responsibility to Employees 5. Corporate Responsibility to Consumers 6. Corporate Responsibility to Suppliers 7. Corporate Responsibility to the Community 8. Corporate Responsibility to the Natural Environment <p>Part III: CSR in Practice</p> <ol style="list-style-type: none"> 9. CSR in Hong Kong

	10. CSR in China 11. Corporate Social Performance and CSR Management in Global Environment																																																							
Teaching/Learning Methodology	Lectures will provide a general understanding of major issues concerning ethics, corporate social responsibility, and sustainability. The focus will be on controversies over the need for corporations to be socially responsible. On this basis, seminars will allow students to consider, reflect, and debate contending issues of CSR concerning real-life cases. Continuous assessment will include class exercises, small-group case studies, presentations, and quizzes. In addition, guest speakers may also be invited to share CSR practices in business or the community.																																																							
Assessment Methods in Alignment with Intended Learning Outcomes	<table border="1" data-bbox="424 533 1469 1077"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="6">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a.</th> <th>b.</th> <th>c.</th> <th>d.</th> <th>e.</th> <th>f.</th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment</td> <td>100%</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>1. Individual Assignments</td> <td>40%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>2. Class discussions (including case discussions, class exercises & quizzes)</td> <td>20%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td></td> <td>✓</td> <td></td> </tr> <tr> <td>3. Group Project</td> <td>40%</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p data-bbox="405 1099 485 1126"><i>Notes:</i></p> <ol data-bbox="405 1149 1485 1294" style="list-style-type: none"> <i>The weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i> <i>To pass this subject, students are required to obtain Grade D or above in the overall subject grade.</i> <p data-bbox="405 1335 1485 1429">To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessments concerning technology-related knowledge.</p> <p data-bbox="405 1469 1390 1529">Explanation of the appropriateness of the assessment methods in assessing the intended programme learning outcomes:</p> <p data-bbox="405 1585 1485 1816">All three assessment items evaluate the achievement of MBA Outcomes 5 and 6, which pertain to ethics, social responsibility, sustainable development, cultural diversity, and globalization. Individual assessments, including reflection papers and international case discussions, enable students to comprehend the abovementioned issues and develop a global mindset. Additionally, group-based projects such as report writing and presentations on ESG strategies foster a global perspective and understanding of the implications for businesses and society in the latest technological environment.</p>		Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)						a.	b.	c.	d.	e.	f.	Continuous Assessment	100%							1. Individual Assignments	40%	✓	✓	✓		✓		2. Class discussions (including case discussions, class exercises & quizzes)	20%	✓	✓	✓		✓		3. Group Project	40%	✓	✓	✓	✓	✓	✓	Total	100 %						
Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)																																																						
		a.	b.	c.	d.	e.	f.																																																	
Continuous Assessment	100%																																																							
1. Individual Assignments	40%	✓	✓	✓		✓																																																		
2. Class discussions (including case discussions, class exercises & quizzes)	20%	✓	✓	✓		✓																																																		
3. Group Project	40%	✓	✓	✓	✓	✓	✓																																																	
Total	100 %																																																							
Student Study Effort Expected	<table border="1" data-bbox="405 1839 1485 2092"> <tr> <td data-bbox="405 1839 1086 1899">Class contact:</td> <td data-bbox="1086 1839 1485 1899"></td> </tr> <tr> <td data-bbox="405 1899 1086 1966"> <ul style="list-style-type: none"> ▪ Lectures and Seminars </td> <td data-bbox="1086 1899 1485 1966" style="text-align: right;">39 Hrs.</td> </tr> <tr> <td data-bbox="405 1966 1086 2033">Other student study efforts:</td> <td data-bbox="1086 1966 1485 2033"></td> </tr> <tr> <td data-bbox="405 2033 1086 2092"> <ul style="list-style-type: none"> ▪ Preparation for lectures </td> <td data-bbox="1086 2033 1485 2092" style="text-align: right;">30 Hrs.</td> </tr> </table>		Class contact:		<ul style="list-style-type: none"> ▪ Lectures and Seminars 	39 Hrs.	Other student study efforts:		<ul style="list-style-type: none"> ▪ Preparation for lectures 	30 Hrs.																																														
Class contact:																																																								
<ul style="list-style-type: none"> ▪ Lectures and Seminars 	39 Hrs.																																																							
Other student study efforts:																																																								
<ul style="list-style-type: none"> ▪ Preparation for lectures 	30 Hrs.																																																							

	<ul style="list-style-type: none"> ▪ Preparation for assignments/group projects and presentations/quizzes/examination 	60 Hrs.
	The total student study effort	129Hrs.
Reading List and References	<p><u>Textbooks:</u></p> <ol style="list-style-type: none"> 1. Crane, A., Matten, D., Glozer, S., Spence, L. (2019). Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization, Second International Edition, Oxford University Press. 2. Lawrence, A.T. and Weber, J. (2020). Business & Society: Stakeholders, Ethics, Public Policy. 16th Edition. McGraw Hill Education. 3. DesJardins, J. R. (2020). An introduction to business ethics. 6th Edition. McGraw-Hill Education. <p><u>Harvard Business Publishing*:</u></p> <ol style="list-style-type: none"> 4. Bartlett, Christopher A. (2017). Unilever’s Lifebuoy in India: Implementing the Sustainability Plan. Harvard Business Publishing Education. 5. Edelman, B., Sanford, J. (2017). David Dao on United Airlines. Harvard Business Publishing Education. <p><i>*Selected cases and journal articles for reading are listed in the course outline.</i></p>	

November 2023