1. **Title of the module**
   Sustainability and purposeful business – PRSN6116

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London

3. **The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**
   Level 6

4. **The number of credits and the ECTS value which the module represents**
   15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**
   This module can be run in any term: Autumn, Spring, or Summer

6. **Prerequisite and co-requisite modules**
   Principles of Business (level 4)

7. **The programmes of study to which the module contributes**
   - BA (Hons) Business Management - option module
   - BA (Hons) Business Management with Finance - option module
   - BA (Hons) Business Management with Global Industries - option module
   - BA (Hons) Business Management with Law - option module
   - BA (Hons) Business Management with Marketing - option module
   - BA (Hons) Applied Business Management - core module
   - BSc (Hons) Professional Accounting in Business - core module
   - Integrated Masters in Advanced Professional Accounting in Business - core module

8. **The intended subject specific learning outcomes.**

   On successfully completing the module students will be able to:

   8.1 Demonstrate a systematic understanding of the concept of purpose and the sustainability function, including challenges that sustainability can create in terms of economic, social and environmental value.

   8.2 Demonstrate an understanding of effective corporate sustainability in line with theoretical concepts such as Triple Bottom Line (TBL).

   8.3 Critically evaluate the challenges and opportunities faced by business when addressing social and environmental issues.

   8.4 Demonstrate a detailed knowledge of sustainability strategies and an ability to apply these to complex scenarios.

   8.5 Demonstrate an in-depth understanding of sustainability accounting and reporting principles.

   8.6 Articulate a supported view of potential future developments in sustainability, primarily from a commercial perspective.

9. **The intended generic learning outcomes.**
On successfully completing the module students will be able to:

9.1 Communicate appropriately to both specialist and non-specialist audiences.
9.2 Collaborate effectively with others with appropriate professional and cultural awareness.
9.3 Present themselves in a way which maximises their personal impact, demonstrating an awareness of different business cultures and environments and adaptability in meeting contemporary challenges posed.

10. **A synopsis of the curriculum**

**Module Aims**

In this day and age, businesses are expected to act not simply in the interests of their own investors, consumers and employees, but also to act in a responsible way to society and the environment they rely on and operate within. Corporate sustainability is a tool used by organisations to manage these economic, social and environmental impacts and expectations.

This module will provide students with a comprehensive understanding of the opportunities and challenges that social and environmental concerns create for businesses as well as the wider society. By using the concepts such as the Triple Bottom Line (TBL) as a benchmark for effective corporate sustainability, students will be able to explore strategies to manage, measure and report economic, social and environmental sustainability in a corporate setting.

**Overview of syllabus**

1. Introduction to purpose and sustainability
2. theoretical perspectives on business responsibilities: eg Neoclassical Economics, Ecocentrism and Ecological Modernisation
3. Ecological Modernisation and the Triple Bottom Line concept
5. Risk management and corporate governance
6. Strategies and theoretical frameworks for managing corporate sustainability
7. Environmental and Social Sustainability
8. Strategy and Marketing
9. Sustainability accounting - Measuring impact and reporting sustainability performance
10. Sustainability strategies in energy-intensive industries
11. Sustainability strategies in consumer products industries

11. **Reading List (Indicative list, current at time of publication. Reading lists will be published annually)**
MODULE SPECIFICATION

- **Corporate Sustainability: Integrating Performance and Reporting**, Ann Brockett, Zabihollah Rezaee, Wiley Corporate F&A
- **Making Sustainability Work: Best Practices in Managing and Measuring Corporate Social, Environmental and Economic Impacts**, Mark J. Epstein, Greenleaf Publishing Limited
- Szigeti (2004) - *Corporate Social Responsibility from Aspect of the Sustainability Development and Stakeholders*

- **Cradle to Cradle. Remaking the Way We Make Things**, Michael Braungart, North Point Press

Access to a comprehensive online database of journal articles and other relevant publications on the Online Learning Environment.

12. **Learning and Teaching methods**

For full details please see the teaching and learning strategy in the programme specification. Students can study this module in the interactive classes model or the mentored independent model. Those on the former will typically experience one lecture and one seminar each week.

- **Scheduled Hours**: 25
- **Placement Hours**: 00
- **Independent Study Hours**: 125
- **Total Study Hours**: 150

13. **Assessment methods.**

This module will be assessed via:

1. A coursework assignment of a maximum of 3,000 words – (70% of overall grade);
2. A 15 minute presentation (8 minutes plus 7 minutes of questions) - (30% of overall grade).

A pass must be achieved in all elements of assessment in order to pass the module.
14. Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)

<table>
<thead>
<tr>
<th>Module learning outcome</th>
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<td>Learning/teaching method</td>
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15. Pearson College London recognises and has embedded the expectations of current disability equality legislation, and supports students with a declared disability or special educational need in its teaching. Within this module we will make reasonable adjustments wherever necessary, including additional or substitute materials, teaching modes or assessment methods for students who have declared and discussed their learning support needs. Arrangements for students with declared disabilities will be made on an individual basis, in consultation with the College’s Registry which oversees disability/dyslexia student support, and specialist support will be provided where needed.

16. Campus(es) or Centre(s) where module will be delivered:
Pearson College London

If the module is part of a programme in a Partner College or Validated Institution, please complete sections 17 and 18. If the module is not part of a programme in a Partner College or Validated Institution these sections can be deleted.

17. Partner College/Validated Institution:
### University School responsible for the programme:
Kent Business School

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Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

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<tr>
<th>Date approved</th>
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<th>Section revised</th>
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