



Korea University International Summer Campus (KU ISC) 2022

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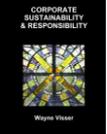
June 28, 2022 ~ August 4, 2022

ISC392 - Sustainability Strategies

I . Instructor

Professor	:	Mark Davison BSc (hons.) FCA PhD
E-mail	:	markjdavisonfca@gmail.com
Home Institution	:	Brunel University London
Class Time	:	13:00 – 14:40 KST (six weeks)
Office	:	TBA
Office Hours	:	I am always available outside of formal classes

II . Textbook

Course Textbook	:	Corporate Sustainability & Responsibility by Wayne Visser (London: Kaleidoscope Futures Limited, 2013). ISBN 978-1-908875-11-2	
		The text can be purchased at the publisher's website: https://www.lulu.com/en/us/shop/wayne-visser/corporate-sustainability-responsibility/paperback/product-1zk7k6mv.html or on Amazon, hard-copy or Kindle version.	
Other	:	Additional readings will be provided on Blackboard and celebrated topical movies and YouTube videos will be shown in class	
Workbook	:	To help consolidate and apply your learning, you will be provided with a bespoke e-workbook for this course	

III. Course Description and Objectives

Description

This course gives you a broad introduction to the fascinating and ever-changing world of sustainability. We will explore how investors, companies, cities and countries are developing their own strategies to respond to one of today's most important global challenges, that of encouraging sustainable development - development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Using a blend of contemporary movies and other media sources, lectures and case-based studies of well-known companies and cities, you will develop valuable tools and insights into examining how the strategies of companies and cities are impacting on sustainability and how they seek to future-proof themselves and the world in which they operate.

You will collaborate extensively with your international peers to prepare a comprehensive analysis and presentation of the sustainability strategy of a company, a city, or a country of your group's choice. Such interaction will take place during and outside of class and may take place in a physical classroom or online. Your instructor will regularly promote and support such collaborative activities, helping you develop your research, analytical, presentation and communication competencies in an international and intercultural environment.

Objectives

By the end of the course you will have:

1. Identified the key sustainability challenges facing mankind and the rest of the natural world
2. Grasped, understood, and critiqued the modern concepts of (a) Sustainability, (b) Sustainable development and (c) Corporate Sustainability and Responsibility
3. Identified the global structures and non-governmental organisations that impact on sustainability
4. Examined and critiqued the sustainability strategies of well-known corporations, cities and countries
5. Applied your learning to prepare a group case study on a company, city or country of your choice
6. Further developed your research, listening, writing and presentation skills
7. Acquired relevant academic competencies and transferable skills

IV. Grading

Presentation	:	40%
Final Examination	:	40%
Attendance	:	10% (see note below)
Participation	:	10% (see note below)

V. Class Outline

Date	Topic	Chapter	Class No.
June 28 (Tue)	Orientation Day (no classes)		
June 29 (Wed)	Introduction to Sustainability I	-	1
June 30 (Thu)	Introduction to Sustainability II	-	2
July 1 (Fri)	The interconnected planet and biodiversity	-	3
July 2 (Sat)			
July 3 (Sun)			
July 4 (Mon)	Population, food, water, ener and climate change	-	4
July 5 (Tue)	The Sustainability Strategies of Cities and Corporations	-	5
July 6 (Wed)	The work of the United Nations and NGO's	-	6
July 7 (Thu)	Definitions and drivers of Corporate Sustainability & Responsibility (CSR)	1	7
July 8 (Fri)	The Evolution of CSR	2	8
July 9 (Sat)			
July 10 (Sun)			
July 11 (Mon)	CSR Around the World	3	9
July 12 (Tue)	Implementing CSR	4	10
July 13 (Wed)	Leadership for CSR	5	11
July 14 (Thu)	CSR and Change	6	12
July 15 (Fri)			
July 16 (Sat)			
July 17 (Sun)			
July 18 (Mon)	Cases in CSR I	7	13
July 19 (Tue)	Cases in CSR II	7	14
July 20 (Wed)	Cases in CSR III	7	15
July 21 (Thu)	The Future of CSR I	8	16
July 22 (Fri)			
July 23 (Sat)			
July 24 (Sun)			
July 25 (Mon)	The Future of CSR II	8	17
July 26 (Tue)	Group Presentations	-	18
July 27 (Wed)	Group Presentations	-	19
July 28 (Thu)	Group Presentations	-	20
July 29 (Fri)			
July 30 (Sat)		-	
July 31 (Sun)		-	
Aug 01 (Mon)	Revision	-	21
Aug 02 (Tue)	Final Exam	-	22
Aug 03 (Wed)	Class Trip	-	23
Aug 04 (Thu)	Course Conclusion, Grading and Graduation	-	24

Note

Please note that:

(a) The above class outline may change slightly but the course content will remain the same.

(b) Before most classes (dates to be announced), you will be provided with a worksheet containing short case studies and other short exercises for in-class completion, to help you consolidate and apply your learning. Your completed worksheet should be submitted for the award of attendance and participation marks.