



MODULE HANDBOOK FOR

# INTRODUCTION TO SUSTAINABLE BUSINESS ENVIRONMENT S

ACADEMIC YEAR 2024/25

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### About this handbook:

Every effort is made to ensure that the information contained in this Handbook and in all other documentation provided by the University is correct at the time of publication. If you find any broken links please head to the website and use the [search function](#) to find the information you need.

The Handbook does not replace the entries in the University Regulations, which are authoritative statements. In the case of a contradiction or other discrepancy between the information in this Handbook and the Regulations, the Regulations shall be authoritative, unless approval has been given for a variation. We would, however, be grateful to you for drawing any sources of contradictory information to our attention.

**Note:** please see your programme or school handbook for information, which may include: Exceptional Circumstances (ECs), attendance rules, assessment regulations, academic appeals, complaints and misconduct, student support and academic mentoring.

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## Description of the module

The module aims to enhance students' knowledge and analytical skills in assessing and navigating sustainable business environments. Further emphasis is placed upon increasing student understanding of the United Nations Sustainable Development Goals, and how these might be applied to contemporary business environments, along with the roles of various stakeholders in tackling organisational sustainability issues both now and in the future.

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## Module summary

### Level of study

4

### Credit value

15

### Semester(s) of delivery

Semester 2

### Host School

KBS

### Who is the programme for?

BA (Hons) Business Management

### Module type

Compulsory

### Pre-requisites

N/A.

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## Module leader and teaching team

### Module leader

Dr. Helen Millward

[www.keele.ac.uk/kbs/staff/helenmillward/](http://www.keele.ac.uk/kbs/staff/helenmillward/)

## Contacting us

Email: [h.a.millward1@keele.ac.uk](mailto:h.a.millward1@keele.ac.uk)

Please note that module staff will aim to respond to emails within 2 working days (excluding weekends, bank and seasonal holidays, and periods of annual leave). At particularly busy periods a response may take longer than 2 working days, but module staff will respond to you as quickly as possible.

As staff will also be teaching on other semester 2 modules, we kindly ask that you please indicate that your query relates to Introduction to Sustainable Business Environments and include your student number within your email.

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## Module delivery information

### Delivery mode

Keele campus (in person)

An in-person method of delivery provides further opportunities for staff and student interactions, such as in asking questions and providing verbal feedback. The module also includes a range of online resources and activities, designed to promote autonomous learning and digital skills.

### Module start and end dates

Module start date: January 2025

Module end date: May 2025

### Active learning hours

Active learning hours: 24

Independent study hours (including but not limited to independent reading, study of asynchronous content, assessment preparation, and note writing): 126

### Attendance requirements

1 1-hour interactive lecture and 1 1-hour tutorial session per week (aside from as indicated within the table below). Please check your timetable for room and time details.

### Organisation of teaching sessions

Week	Start of	Lecture Topic
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	<b>Week</b>	
1	27/01/25	Introduction to Sustainable Business Environments
2	03/02/25	A Sustainable Corporate Focus?
3	10/02/25	Stakeholder Spotlight: Government
4	17/02/25	Stakeholder Spotlight: NGOs and Activists
5	24/02/25	Stakeholder Spotlight: Consumers
6	03/03/25	Impacts: Culture and Societies
7	10/03/25	Impacts: Technology and Innovation
8	17/03/25	Impacts: Ecology and Climate Change
9	24/03/25	Impacts: Ethics and Social Responsibility
10	31/03/25	Assignment Development Week
11	28/03/25	Future Prospects?

N/B. This schedule may be subject to change.

You are expected to attend all scheduled teaching activities, and to complete any required preparation activities (details via the KLE) before coming to class.

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## **Aims and outcomes**

### **Module aims**

The module aims to enhance students' skills and knowledge within the Marketing discipline. The module aims to provide students with opportunities to understand with how theory works in practice, through application of theory to a range of global organisational contexts. The module will also encourage students to reflect critically on these issues and on Marketing in general.

### **Learning outcomes**

Students who successfully complete the module will be able to:

- Discuss and elaborate upon the Sustainable Development Goals and their impacts within business environments
- Discuss sustainability challenges and articulate potential solutions within business environments

- Apply theories, models, and other knowledge gained during the module to real life scenarios within business environments
  - Debate the role of various stakeholders within business environments, for example, organizations, customers, government, and so on, in addressing sustainability challenges
  - Articulate why an understanding of business ethics should be a core concern within contemporary business environments
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## Assessment

### Summary

This module consists of 1 assessment:

Assignment 1 – Microsoft Sway presentation (2,000 words)

### Reasonable adjustments

Requests for reasonable adjustments may be discussed with the KBS School disability liaison officer.

### Note about Turnitin

*Please note: you are responsible for downloading the submission receipt for your work and this has to be done at the time of submission. It will not be automatically emailed to you. It's important to download and store this receipt in case there are subsequent queries regarding the successful submission of your work'.*

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## Assessment details

### Assessment 1

#### Microsoft Sway Presentation

#### Description

The assessment brief:

An organisation [of your choice] has hired you to evaluate its approach to operating sustainably within the business environment.

You are required to create a Microsoft Sway presentation, which explores positive and negative sustainability actions taken by the organisation, along with providing

recommendations for future actions within the business's environment. The organisation has requested that you demonstrate clear links to the Sustainability Development Goals within your presentation.

The word count for the assessment is 2,000 words (+/-10%). The Sway should include a total of no more than 5 minutes of video content.

### **Weighting**

100%

### **Pass mark**

40%

### **Word count or duration**

2,000 words (+/-10%)

### **Submission requirements**

Deadline: Monday 5<sup>TH</sup> May 2025 by 1pm (UK time)

Please submit your work via the KLE. Please make sure that your student number (not your name) is clearly visible on the title page of your work.

7-day extensions are allowed for this assessment (please submit requests via your E-Vision account).

**Note:** Assessment briefs are provided separately in the module's KLE 'Assessments' tab

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### **Resources**

**Note:** Reading lists are provided on the KLE.

### **Other resources including where to access them**

- KLE: Weekly module multiple choice quiz
- KLE: Weekly introduction
- KLE: Additional weekly resources/links as appropriate
- Financial Times ([www.ft.com](http://www.ft.com)). Please create an account using your Keele credentials



- Mintel ([www.mintel.com](http://www.mintel.com)). Please create an account using your Keele credentials
- McKinsey & Company ([www.mckinsey.com](http://www.mckinsey.com))
- The Sustainable Development Goals ([www.sdgs.un.org/goals](http://www.sdgs.un.org/goals))