Ginsburg Ingerman Overseas Students Program
Ben-Gurion University of the Negev

Sustainability Management in the Business Sector
13-5-4040
Fall Semester

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Course Description:
In this course we will focus on the nexus between businesses, governments and the community. The students will learn about sustainable development and its associated management strategies. Through case studies, we will discuss the challenges arising from the interaction between governments, residents and businesses and the existing strategies to resolve them. Students will discover how internationally accepted guidelines and policies can be customized into a management system for small and medium sized businesses. We will learn why a growing number of businesses endorse sustainable management strategies while recognizing the need in public participation and a balance between the three components of sustainability (social, environmental and economic).

Course Objectives:
- To familiarize the students with the social and environmental most pressing global challenges.
- To introduce sustainability terminology and equip the students with the capability to conduct an in-depth discussion and build argumentations using professional terms.
- To build an historical understanding of the birth and development of Sustainability in general and in the business sector specifically.
- To introduce the main theoretical frameworks
- To develop research capabilities in the field of sustainability
- To present the main global guidelines and managerial tools for implementing sustainability

Learning Outcomes:
On successful completion of this course, students should be able to:

1. Understand sustainability in a historical and theoretical context.
2. Critically interpret and understand the use of sustainability in the media and by corporations.
3. Conduct an informed discussion with their friends, colleagues or teachers.
4. Understand the role and contribution of the Academia in the overall sustainability discourse.
5. To academically explore into depth a chosen issue and present that.

Field of Education and Discipline(s): Business Management, Sustainability

Course Structure:

Lecture: 2    Exercise: 1    Total # of Credits: 3
ECTS (European Credit Transfer System): 5

Teaching Method:
The course is taught based on lectures given in class) and reading assignments given prior to the meetings. The lectures are interactive and include short demonstrational parts of films or news interviews and discussions.

We will have one field tour to Neot Hovav, Negev area in order to learn how heavy industry deals with the challenges of sustainability management.

Course Requirements

- Compulsory attendance - YES. Students will have their final grade lowered an entire grade level if they miss more than 2 class meetings unexcused.
- Pre-requisites: Non
- Language of instruction is English.

Structure of Final Course Grad

1. Participation 10%
2. Student presentation 10%
3. Paper submission 80%
   100%

Time required for individual work: in addition to attendance in class, the students are expected to do their assignment and individual work:
2 hours of reading each week
8 hours of work on the presentations
20 hours of work on the final paper
Those expectations are approximate and correlate with the module's ECTS.

Course Schedule Layout:

Class 1 – Introduction – state of the world 2014
I will present the overall program of the course, conduct an introduction of the participants and start with outlining the major environmental and social challenges of our generation (wicked problems).

**Readings:**
- The WorldWatch Institute. State of the world 2013, is sustainability still possible? [Link](#)

**Class 2 – An introduction to Global Warming**
We will understand the ecological systems that were interrupted by humanity in the last 200 years and explore what are the different approached in dealing with this global threat.

**Readings:**

**Class 3 – The fundamentals of Human Rights and responsibility**
We will explore the basic term of rights. What are rights in general? And specifically, Human Rights, Animal Rights and what are the "rights" of future generations (a key term in the sustainability terminology)? We will also look into the term 'responsibility' and its usages and applications.

**Readings:**
- The Magna Carta, Translation from *English Historical Documents 1189-1327*, ed. H Rothwell, Eyre & Spottiswoode, London, 1975 (pp. 341-6), reproduced by courtesy of Taylor & Francis – [link](#)

**Class 4 – The global environmental movement**
We will explore the birth and history of the environmental movement with its key figures such as Rachel Carson, James Lovelock with his Gaya Theory and others.

**Readings:**
- Brittanica preview of the subject – [link](#)

**Handing out the assignment guidelines**

**Class 5 – The birth and rise of the modern corporation**
We will explore the nature of corporations; why were they established and to what purpose. We will follow the evolvement of the modern corporation since the Industrial Revolution and see what came up since then.

Readings:

**Class 6 – The link between sustainability & the business sector – Corporate Social Responsibility (CSR)**
We will explore the linkage between the challenges of sustainability to the business sector. The key term with which it is done is CSR, a wide and important term to know and understand.

Readings:
- Elkington, John. Enter the triple bottom line. The triple bottom line: Does it all add up (2004): 1-16. [Link]

**Class 7 – Standards and guidelines for sustainability in the business sector**
We will examine how sustainability is integrated into business management. What are the main global methodologies? How they are implemented and what are the cons and prose for each one.

Readings:


**Class 9 – Presentations meeting and following discussion**
Each student will present the subject for his assignment and the outline of the final submission paper.

Readings:
- An abstract should be distributed prior to the meeting for early reading and preparing remarks.
Class 10 – Putting it all together 1 – Building new economical models
We will host a panel of two experts on the new economic models (The circular economy, the sharing economy, social entrepreneurship, and cooperatives). The experts are Aviad Oren (tbc) a PhD candidate from Porter School of Environmental Studies at the Tel-Aviv University (expert on the sharing economy) and Adv. Yfat Solel (tbc) the Chair of the Israeli Cooperative movement.

Readings:
To be later presented after receiving recommended readings from the guests.

Class 11 – Putting it all together 2 - The Global Urban Challenge
We will discuss one of the world’s most pressing issues, the growing urban populations and the challenges it creates. We will discuss how urbanizations can be recruited to overcome the mentioned environmental and sociological challenges of our times.

Readings:
- UNEP, Sustainable, resource efficient cities – Making it Happen! (2012), Link

Class 12 – Putting it all together 3 – is Energy supply really a wicked problem?
We will discuss the issue of soaring global energy and demands and what the means in coping with these demands. We will learn about renewable energy sources, fossil fuels, energy efficiency and the recent developments in Israel in face of the gas revelations.

Readings:
- BP Energy Outlook 2030 – link

Class 13 – Closing meeting –
The final meeting will be devoted to conducting an open discussion and getting feedback from the students. We will also discuss the progress in the final submission assignment.