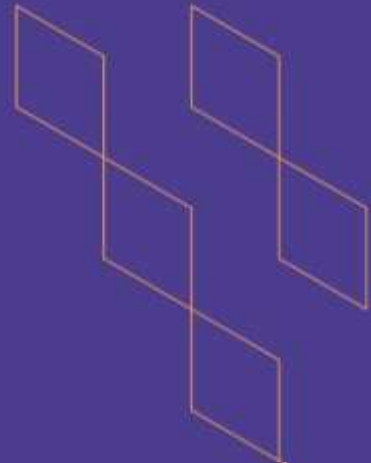




T-104  
2022

## Course Specification



Course Title:	Sustainability and Corporate Responsibility
Course Code:	BA3701
Program:	BA Degree in Business Administration
Department:	Business Administration
College:	College of Business
Institution:	Umm Al-Qura University
Version:	2
Last Revision Date:	29/01/2023



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## A. General information about the course:

Course Identification	
1. Credit hours:	4
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Track <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Level 10	
4. Course general Description This course is designed to provide students with the opportunity to gain an in-depth knowledge of the importance of the firm's participation in developing or sponsoring social programs for the society's benefit and sustainable development, as part of performance expected by stakeholders, investors, and the public. Will also explore strategies used to sustain resources and social development and explore the range of interdisciplinary approaches to address these global challenges. Develop ethical and leadership skills in designing or participating in social programs and improving the firm's value.	
5. Pre-requirements for this course (if any): BA3309	
6. Co- requirements for this course (if any):	
7. Course Main Objective(s)	
<ol style="list-style-type: none"> <li>1. Understand the concepts of sustainability and corporate social responsibility and the role of interdisciplinary approaches in addressing pressing global challenges.</li> <li>2. Describe and explain the wider social and environmental consequences of business decisions.</li> <li>3. Critically evaluate conventional approaches to resource consumption and reflect on how personal values and societal systems can act as drivers for transformative change towards new approaches.</li> <li>4. Explain the impact and implications of CSR on corporate culture.</li> <li>5. Evaluate (from an integrated CSR viewpoint) stakeholder perspectives, environmental sustainability, marketing, governance and/or reporting issues.</li> </ol>	

### 1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	30	75%
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> <li>• Traditional classroom</li> <li>• E-learning</li> </ul>	10	25%
4.	Distance learning		





## 2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify) (E-learning)	10
	<b>Total</b>	<b>40</b>

## B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	<b>Knowledge and understanding</b>			
1.1	Demonstrate a critical awareness and understanding of Corporate Social Responsibility and Sustainability	K1	Lectures and case studies	Exams, Assignments, class engagement, and Projects
1.2	Outline the importance of sustainability and CSR in making business decisions	K2	Lectures and case studies	Exams, Assignments, class engagement, and Projects
1.3	Identify the Triple Bottom Line concept and its role on sustaining business	K3	Lectures and case studies	Exams, Assignments, class engagement, and Projects
2.0	<b>Skills</b>			
2.1	Apply learned theories and strategies to specific situations in corporate	S1	Lectures and case studies	Exams, Assignments, class engagement, and Projects
2.2	Evaluate alternative business models	S2	Lectures and case studies	Exams, Assignments, class engagement, and Projects
2.3	Analyze trending cases regarding business	S3	Lectures and case studies	Exams, Assignments, class engagement, and Projects





Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
	environment and provide appropriate solutions			
2.4	Evaluate social programs	S2	Lectures and case studies	Exams, Assignments, class engagement, and Projects
<b>3.0</b>	<b>Values, autonomy, and responsibility</b>			
3.1	Break down objects or ideas into simpler parts and find evidence to support generalizations	V1	Lectures and case studies	Assess each group achievements
3.2	Communicate ideas effectively	V3	Lectures and case studies	Group members evaluate the group leader.
	Demonstrate teamwork abilities during class activities	V2	Lectures and case studies	Group members evaluate the group leader.

## C. Course Content

No	List of Topics	Contact Hours
1	What Is Sustainability	4
2	A Brief History of Sustainability	4
3	Issues and Solutions	4
4	Climate, Water and Ecosystems and Habitat	4
5	Pollution and Energy	4
6	Green Buildings, Sustainable Sites, and Livable Cities	4
7	Food, Products, and Waste and Recycling	4
8	Becoming an Agent for Change	4
9	Working in an Organization, Education	4
10	Working as Agents for Change	4
<b>Total</b>		





## D. Students Assessment Activities

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Class Participation and Attendance	Through the Semester	10%
2	Project (Group work)	Week 10	20%
3	Assignment	Week 2,4,6,8,10	10%
4	Mid-term Exam	Week 6	20%
5	Final Exam	Week 11	40%
8	Total		100%

\*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

## E. Learning Resources and Facilities

### 1. References and Learning Resources

Essential References	Robertson, M. (2021). <i>Sustainability principles and practice</i> . Third edition. Abingdon, Oxon ; New York, NY: Routledge.
Supportive References	Journal of Management Journal of Sustainability Science and Management
Electronic Materials	
Other Learning Materials	<a href="https://hbsp.harvard.edu/">https://hbsp.harvard.edu/</a> Blackboard-Learning Management System (LMS). "https://www.youtube.com/watch?v=93JeyqBTtKc"





## 2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom, lab
Technology equipment (projector, smart board, software)	Data Show, Smart Board , , software
Other equipment (depending on the nature of the specialty)	None

## F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Chair, Students, External Stakeholders, Department and quality committee	Open discussions with the students Anonymous surveys
Effectiveness of students assessment	Chair, Students, External Stakeholders, Department and quality committee	Checking marking by the students themselves if it's possible Using the help of other members in reviewing the assignments/exams
Quality of learning resources	Chair, Students, External Stakeholders, Department and quality committee	Review of course portfolios Instructor assessment by students
The extent to which CLOs have been achieved	Chair, Students, External Stakeholders, Department and quality committee	Course specifications are periodically reviewed at the departmental level. Courses are updated periodically and compared to the benchmark standards.
Other		

**Assessor** (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

**Assessment Methods** (Direct, Indirect)





## G. Specification Approval Data

COUNCIL /COMMITTEE	BA DEPARTMENT
REFERENCE NO.	
DATE	28/01/2023

