

Re-imagining Sustainable Management in Global Markets Assessment Document

Module Code:	CSE4073-N
Module Title:	Re-imagining Sustainable Management in Global Markets

Module Aim

This module aims to provide students with a comprehensive understanding of key literature, research and economic policy debates in the area of environmental sustainability and responsible business. equip the student with a comprehensive understanding of the key concepts, strategies and practices of sustainable business to Re-imagining responsible management in Global market.

The module will discuss some responsible business theories and an outline of the policy implications which will enable them to effectively manage organisations in a global context as well as proactively exploring new ways of thinking out of the box in terms of managing the ever-evolving global landscape.

Module Learning Outcomes

On successful completion of this module, the student will be able to:

Personal and Transferable Skills Development

- Critically analyse international organisational strategy and effective performance within a global context
- Critically evaluate organisational strategies for managing people in global organisations effectively and efficiently, and ethically in global context.

Research, Knowledge and Cognitive Skills

- Demonstrate ability to undertake research independently
- Demonstrate ability to engage in on-going discourse about contemporary business challenges

Professional Skills, Values and Behaviours

- Produce a professional strategy document taking into consideration the intended audience
- Develop the skills and qualities necessary for employment

Module Assessment

In accordance with the University regulations, work will be assessed according to the student's ability to:

In addition to the generic Level 7 University marking criteria and correct use of the required referencing format and style the specific criterion for the assessment is:

4,500-word report

- Ability to apply theory and analyse some real business-related issues in the environmental context.
- Ability to predict the likely outcome of decisions made by policy makers (business and government) and be able to determine the impact on parties involved.
- Ability to evaluate among different tools of measuring progress towards SDGS
- Students should be able to Identify, analyse and articulate key challenges associated with responsible management in global organisations

Assessment Tasks

The assessment for this module is a 100% weighted ECA comprising a 4,500-word report, incorporate the following elements:

- You **MUST** Select Two of the Four core organisations highlighted within the module. These four organisations are listed below:

**Danone
Coca-Cola**

**Nestlé
Unilever**

- The way in which your report is structured is up to you. You may wish to answer the following questions as two separate discussions, focusing upon each organisation independently before the final conclusive element; you may alternatively wish to combine this discussion into a 4,000 word single essay. You may wish to completely separate section aligned to each element; or you may wish to blend these elements in natural prose.
- The final comparative conclusive component should be separate from the above.
- The word counts listed below are guidelines only, and are not a rigid rule.

1. **Identify, evaluate and analyse the specified organisation's current sustainability activities - Roughly 750 words per organisation**

This may include (but not exclusively): Reports of Positive Impact from Unbiased Sources; Allegations and evidence of Green/Blue Washing and other negative activity; Their Role Within Supply Chain Sustainability Practices; Identified Interventions of Improvement Following Previous Investigation; Application of UNSDG assessment tools - Avoid description!

2. **Specify one of the six Abundant Earth Foundation (AEF) groupings: Critically assess the extent to which your identified organisation is contributing towards UNSDG targets from said Abundant Earth Foundation groupings; and propose strategies to improve upon areas of improved upon – Roughly 500 words per organisation**

Use the same grouping for both organisation. Clearly state which grouping you are using. This may be grounded in case studies and the activities/recommendations of institutional guidance; but should specifically justify the appropriateness of a recommended strategy to their specific chosen organisation. This may include (but not exclusively): Recommendations of Talent Recruitment/Development; Improvements to Supply Chain; Creating Marketing Exposure of Authentic UNSDG engagement; Explaining how they could emulate activity from other case study examples covered in lectures.

3. **Critically evaluate how global forces and actors may be influencing your chosen organisation's ability to meet your identified Sustainability Activities; and make recommendations on how any external threats or opportunities may be mitigated or capitalised upon – Roughly 750 words per organisation**

This may include (but not exclusively): Changes to Global Institutions (UN/WHO/IMF/EU); Global Marketing Access; National Policies (e.g. Brexit; Belt and Road Initiative; Biden's Inflation Reduction Act; Trade Agreements); Challenges Global infrastructure (Conflict/Piracy); PESTLE Frameworks (Covered in Lectures). This could incorporate/be framed around a SWOT analysis structure.

4. **Conclusion: A personal assessment comparing and contrasting the Sustainability Activities identified in your report and determine which you feel is contributing most to genuinely achieving the UNSDG objectives – supported with evidence from the discussion above – Roughly 500 words**

The final component of assessment will be based upon the report's presentation and quality of referencing.

Referencing should follow Harvard format, specifically in line with guidance from Cite Them Right. This includes Your research proposal should be well structured and written, be free of sentence construction and grammatical errors and follow the guidelines specified below

You will also complete a formative ICA group presentation as part of your learning experience

Presentation Guidance

- ✓ Use font ARIAL; size 12;
- ✓ Use 1.5 Line and Paragraph spacing;
- ✓ Headings in bold;
- ✓ Include your name and student number as a header on all pages;
- ✓ Include page numbers as a footer;
- ✓ Use Harvard referencing throughout (in line with Cite Them Right format);
- ✓ Include a reference list of all of the sources cited in your work.

Module Assessment Criteria

Assignments will be marked in accordance with the following marking criteria:

Evaluation Criteria	Max Mark
Identify, Evaluate and Analyse the organisation's current Sustainability Activity	30
Specify one of the six Abundant Earth Foundation (AEF) groupings: Critically assess the extent to which your identified organisation is contributing towards UNSDG targets from said Abundant Earth Foundation groupings; and propose strategies to improve upon areas of improved upon	20
Critically evaluate how global forces and actors may be influencing your chosen organisation's ability to meet your identified Sustainability Activities; and make recommendations on how any external threats or opportunities may be mitigated or capitalised upon	30
Conclusion: A personal assessment comparing and contrasting each organisation's current Sustainability Activity and determine which you feel is contributing most to genuinely achieving the UNSDG objectives – supported with evidence from the discussion above	10
Referencing and Presentation	10

Module Assessment: Submission Guidelines

The report should be submitted electronically using the 'Assessment' link on Blackboard Ultra. The deadline for submission is stated in the appropriate section of the module page. Feedback will be provided for the purposes of guidance and to assist your learning and development. Any reference to marks is entirely provisional and subject to confirmation following University procedures. Only University Assessment Boards are able to issue confirmed, definitive marks.

The pass mark for this assessment is 50%.

Resubmission: If you do not reach a pass mark, you will have the opportunity to resit the module assignment by 'making good' your original submission using the feedback given by the marker and moderator. This grade will be capped at 50% unless specific allowances have been made by the Assessment Board. Guidance on resubmission will be released in due course, but please note there may be an extensive period between initial submission and resubmission.

Late Submissions: Submissions made after the deadline hour, but within seven days of the specified deadline itself, will be capped at 50%. Submissions after this seven day period will not be graded and considered non-submissions.

Word limits and penalties for assignments

If the assignment is **CAPPED at 4,500 words**.

Any text that exceeds this limit will be disregarded and ungraded.

The word count is to be declared on the front page of your assignment and the assignment cover sheet. If this word count is falsified, this will be regarded as academic misconduct.

The word count does not include:

- Title and Contents page;
- Reference list;
- Appropriate tables, figures and illustrations.

Please note, in-text citations [e.g. (Smith, 2011)] and direct secondary quotations [e.g. "*dib-dab nonsense analysis*" (Smith, 2011 p.123)] are INCLUDED in the word count.

Summarising and compressing the information in your assignment into the word limit is one of the skills that students are expected to acquire and demonstrate as part of the assignment process.