**Principles of Responsible Management: Sustainability, Responsibility, Ethics (December 2014)**

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| **Lecturer** | Oliver Laasch |
| **Lecture title** | Competences for responsible management: Managing sustainability, responsibility, and ethics across the company |
| **Lecture type** | Seminar |
| **Duration** | 4 days, 10 hours each |
| **Student profile** | Graduate and advanced undergraduate students in business and economics studies or students from other faculties with, but with strong background in business and economics |
| **Examination type** | Case study presentation + project-based term paper (5-10 pages) |
| **Number of participants** | 15 |
| **Literature**Laasch, O., & Conaway, R. N. (2014). *Principles of responsible management: Glocal sustainability, responsibility, ethics.* Mason: Cengage. |
| **Description**To reach business sustainability, responsibility, and ethics (SRE) a necessary condition is to create a distinct set of managerial competences for SRE. This seminar aims to provide students with such a basic set of competences, of knowing, doing, relating, and being, through the practice and application of SRE across the main functions of a company. The functions to be covered include strategy, entrepreneurship, R&D, organization, operations, supply chain, human resources, international business, accounting, and finance.The first, lectured part of this seminar will illustrate the basic principles and tools for managing business SRE, such as life-cycle assessment, stakeholder management, and various ethics management frameworks (Day 1). We will then go on to see how the principles and tools translate into application throughout main parts of the business. This includes looking at how mainstream management tools should be reinterpreted to include SRE, and at the creation of new management tools for SRE. Some of the particular tools that we will look at are SRE business model canvases, sustainability balanced scorecards, cause-related and social marketing, social returns on investment, codes of ethics, organizational SRE infrastructure (Day 1-2).In the second, workshop part of this seminar, students will be asked to apply one of the above tools to a real company´s business SRE. In small groups, students will be asked to develop a role-play scenario, where the previously prepared tool will be used in practice with different group members taking different positions (e.g. environmental manager, CEO, consumer activist, government official, etc.)(Day 3). This role play will then be enacted with the whole seminar group, as active participants (Day 4). In a last reflective step, the play will be deconstructed with different students being asked to interpret the situation from the different angles of sustainability, responsibility, and ethics. The essay assignment will ask students to connect their respective scenario and role to relevant literature, to develop further potential applications and learnings for practice.As the lecture part of the seminar will cover much ground in very little time, students are strongly recommended to come prepared with a basic working knowledge on SRE, and on the application in the management functions mentioned above, as illustrated in the book mentioned above. Being able to navigate through the book effectively will be an important skill for days 3 and 4, so “extensive skimming” of the book, and reading up in depth on each students´ areas of special interest beforehand is a must for preparation. Several copies of the book will be available in the university library and the Institute. |