

Sustainable Business Development

Number of credits: 6 ECTS

Instructors: Zhanna S. Belyaeva, Jol Stoffers, Alberto Ferraris, Dolores Sanchez Bengoa

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Hours: 144

Course objective:

The course is aimed at deepening and developing knowledge in the field of sustainable development of business, create opportunities for international research experience, and develop practical skills of working with socially responsible business technologies and efficient innovations. The teaching methods include interactive and blended classes technologies as well as corporate visits and group presentations.

Skills developed:

- Methods of economic and strategic analysis, behavior of economic agents and markets at the global level;
- Ability to manage organisations, structural divisions, teams, projects and networks;
- Ability to analyse and critically assess the results of current management research, both national and international;
- Ability to formulate new competitive ideas in the area of theory and practice of innovation strategies.

Topics covered:

- Sustainable development and social responsibility of international business;
- Cross-cultural communications and knowledge transfer;
- Entrepreneurship and sustainable development;
- Strategies and innovations in international business;
- Open innovations and Internet of things in sustainable business models;
- Innovations, creativity and leadership;
- Co-creating values in education and business;
- Quantity and quality methods of analysis in business.

Recommended readers:

1. International business: strategy, management, and the new realities / S. Tamer Cavusgil, Gary Knight, John R. Reisenberger.(2008/2013) Pearson
2. Cannon T.(2012) Corporate Responsibility: Governance, Compliance and Ethics in a Sustainable Environment, 2/E Pearson
5. Douglas, S., & Craig, C. (2011). Convergence and divergence: Developing a semiglobal marketing strategy. *Journal of International Marketing*, 19(1), 82-101. doi:10.1509/jimk.19.1.82
6. Keillor, B. D., Kohut, J., Walsh, D. M., & Hausknecht, D. (2011). Global product strategy: A longitudinal multi-country product attribute study. *Marketing Management Journal*, 21(1), 124-139.
7. Ghemawat, P. (2011). Understanding the world and measuring distance. *Mckinsey Quarterly*, (3), 58-67.
8. Belyaeva Z (2013)Transformation processes of the corporate development in Russia: social responsibility issues *Systems Practice and Action Research* Vol. 26 No 6, P.485-496
9. Banerjee S. Corporate social responsibility: The good, the bad and the ugly. *Critical Sociology* 34(1) 2008: 51–79.
10. Carroll, A.B. Corporate Social Responsibility: Evolution of Definitional Construct // *Business and Society*. 1999. Vol. 38. N 3. P. 268 – 295
11. Abländer, M.S. (2011). Corporate Social Responsibility as Subsidiary Co-Responsibility: a macroeconomic Perspective. *Journal of Business Ethics*, Vol. 99, No. 1, 115-128.
12. Frederick W. C. Corporation, be good!: the story of corporate social responsibility. Indianapolis, IN: Dog Ear Publishing, 2006.
15. Moody-Stuart M. Responsible Leadership: Lessons from the Front Line of Sustainability and Ethics Hardcover – March 14, 2014
16. Rochlin S., Christoffer B. Making the Business Case: Determining the Value of Corporate Community Involvement. The Center of Corporate Citizenship at Boston College; Newton, MA, 2000.
17. Social Responsibility Beyond Neoliberalism and Charity (4 Volumes) Bentham Sci. 2014-2015 Ed. Mulej.M, Dyck R., 2014 (Belyaeva Z.S. and 40 coauthors)
18. Zadek S. The Civil Corporation: the New Economy of Corporate Citizenship. Earthscan: London, UK, 2001.

Grading: continuous assessment

50%-Course Activities

50% Final Presentation

ECTS Grade	Points	Russian grade
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A	100-91 points	“excellent”: 100–80 points
B	90-81	
C	80-71	“good”: 79– 60 points
D	70-61	
F: failed	less than 60 points: failed	“satisfactory”: 59–40 points
		“unsatisfactorily”: failed, less than 40 points