

## Module Specification

### Module Summary Information

<b>1</b>	<b>Module Title</b>	One Planet Business
<b>2</b>	<b>Module Credits</b>	20
<b>3</b>	<b>Module Level</b>	6
<b>4</b>	<b>Module Code</b>	BUS6067

<b>5</b>	<b>Module Overview</b>
<p>The issues of ethics, social responsibility and sustainability in business have moved from the marginal to the mainstream during the last 40 years. With the impact of consumption running at 1.6 planet's worth of resources each year, society is increasingly looking to develop a long-term, sustainable vision for the future that takes into account not only the economic factors of business, but also considers the social and environmental impact of decisions.</p> <p>As such, this module aims to provide you with an understanding of the role that marketing has to play in meeting the needs of the sustainability agenda. It identifies the nature and extent of the challenges facing organisations today and considers potential approaches for addressing these. In doing so, it aspires to creating a vision of the future in which organisations, consumers and government can work together to realise a one planet business strategy.</p> <p>The Professional Practice route will be delivered differently via block taught sessions with the assessment work-based.</p>	

<b>6</b>	<b>Indicative Content</b>
<p>This module explores:</p> <ul style="list-style-type: none"> <li>• The factors driving the need for sustainability <ul style="list-style-type: none"> <li>○ Identifies mainstream issues that are driving the sustainability agenda, including consumerism, climate change, social inequality and more</li> </ul> </li> <li>• Sustainability strategies <ul style="list-style-type: none"> <li>○ Examines different strategic frameworks that may be used to achieve behavioural change among consumers and encourage businesses to adopt more sustainable practices</li> </ul> </li> <li>• Implementation of pro-sustainable marketing <ul style="list-style-type: none"> <li>○ Identifies tools and techniques that can be used in line with the traditional marketing mix in order to encourage pro-sustainable behaviour</li> </ul> </li> <li>• Sustainability reporting <ul style="list-style-type: none"> <li>○ Considers the growing requirement for organisational transparency and reporting in relation to sustainable practices</li> </ul> </li> </ul>	

<b>7</b>	<b>Module Learning Outcomes</b>	
	<b>On successful completion of the module, students will be able to:</b>	
	<b>1</b>	Identify factors within the marketing environment that are driving the need for pro-sustainable behaviour
	<b>2</b>	Assess the extent to which organisations are currently dealing with the sustainability issues facing their industry
	<b>3</b>	Critically evaluate different approaches to sustainable marketing activities within a specific organisation
	<b>4</b>	Demonstrate transferable skills that are essential to a career in business, such as commercial awareness and communication skills

<b>8</b>	<b>Module Assessment</b>		
<b>Learning Outcome</b>		<b>Coursework</b>	<b>Exam</b>
<b>1, 2, 3, 4</b>		<b>X</b>	
<b>1, 2, 3, 4</b>		<b>X (Professional Practice route only)</b>	

<b>9</b>	<b>Breakdown Learning and Teaching Activities</b>	
<b>Learning Activities</b>		<b>Hours**</b>
<b>Scheduled Learning (SL)</b> includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable		48 (28)
<b>Directed Learning (DL)</b> includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE		48 (100)
<b>Private Study (PS)</b> includes preparation for exams		104 (72)
<b>Total Study Hours:</b>		200 (200)

**\*\*Professional Practice route delivery only shown in brackets ().**