

Lecture "Sustainable Development" Summer Semester 2024

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| Name of the course | Sustainable Development |
| Name of the lecturer | Susan Penrose |
| Description of the course | <p>Everything is in flux! We are facing unprecedented change in all of the previously benign and relatively stable "PESTEL" factors. Companies need to be ready to adapt, to future-proof their strategies to avoid being disrupted, or their brands, products and services becoming redundant in tomorrow's new paradigm!</p> <p>Understanding the context is a prerequisite for corporate strategy. Future-proofing strategy means being ready for the huge shifts in consumer attitudes and behaviours that will result from ecological change, the associated political and socio-economic change and from the convergence of new technologies.</p> <p>The course begins with a "Climate Collage" day workshop, a prerequisite for the course, to highlight the climate challenges that are to come. In the second part of the workshop "Climate Collage 2" we will investigate the destabilising elements which will challenge the behaviour and stability of people in their day to day lives.</p> <p>The Sustainable Development lectures will take the learning from the Climate Collage forward. We will consider the political ramifications, which could be imagined in such a changed environment, based on stimulus from the Australian Strategic Policy Institute's 2035 scenario for the Asia Pacific region.</p> <p>Having explored how the strategic context is likely to evolve in the future we will consider how environmental thinking could be integrated into future business models and innovation strategies that could be a part of the solution (however small). For this</p> <p>Students will be required to address a problem based upon one or several of the UN's Sustainable Development Goals (SDGs). To support this objective, examples will be given of initiatives and entrepreneurial ventures which are helping to address critical environmental and social problems; situations where problems must be properly contextualized and for which the perspective of all stakeholders must be considered. The most obvious solution may not always be the right one!</p> <p>*subject to modification based on the students' prior knowledge of the topics.</p> |
| Dates | t.b.c. |
| Kind of exam | |
| Prerequisites required | Prior attendance of the Climate Collage |
| Recommended reading | Stimulus materials will be provided in class. |
| Working language | English |
| Available seats | 20 |