

## **School of Management, University of Bath**

Across the School of Management there are examples of how sustainability education is embedded into their courses. The examples support the concept that sustainability comprises the three pillars of social, economic and environmental sustainability, but also importantly how these pillars are interdependent.

### ***1. Social Good in the Classroom***, Donald Lancaster, Debra Desrochers

Through Semester 1, students taking the Advertising Theory & Practice units at UG and MSc levels were assessed via 100% coursework. Knowing that preconceptions about advertising typically coalesce around corporate greed and consumer exploitation, we decided to challenge the students with an advertising programme for social good.

Working with an advertising agency in Bristol (Bray Leino PLC) and two of their clients (the 2 charities 'Feed The Homeless' and 'Keep Bristol Warm'), the groups' coursework comprised of understanding the challenges faced by the charities, developing a communications strategy, a creative brief and thence advertising proposals. Agency and Charities joined class to brief students, and then attended the final presentations some 8 weeks later.

Students were enthralled to find that advertising is highly relevant to social causes and can be used for good in society, tackling the brief enthusiastically. The Charities were overjoyed to receive some 30 workable ideas and creative proposals. The Agency was very happy to be involved and further the benefits to both the homeless of Bristol and the charities trying to help them.

### ***2. PRME report highlighting best practice from throughout the School***

#### **Teaching at the Undergraduate level**

We have a suite of programmes to improve students understanding of ethics, responsibility & sustainability. Within the BSc in Business Administration (BBA) and BSc in Management programmes, all first year students are required to take a full year course that introduces them to many business topics, including social and environmental issues within business. They are also required to undertake a Research Project where research ethics is a strong component of their learning. Students then follow this up by choosing from a suite of units that introduce them to these issues within their particular discipline (such as Accounting and Organisations, Social Marketing, or Sustainable Operations Management), but also a set of units that focus on responsibility and sustainability specifically (such as Corporate Responsibility: Principles & Perspectives or Business and the Natural Environment). Options in responsibility and sustainability are available for students in each year of their degree.

We have many examples of best practice teaching at this level. For instance, Social Marketing starts from the 'general agreement that the goal of social marketing is "to influence the ... behaviour of target audiences to improve their personal welfare and that of society" (Andreasen, 1994). Students are taught the key concepts and conceptual

frameworks in social marketing and their implications for social marketing campaigns. They are also given the skills needed to apply marketing techniques to social contexts like health promotion, energy conservation, and recycling. The main focus is on changing voluntary behaviours of a society. The assessment for this unit asks students to create a social marketing campaign to promote either mental or physical health targeting a specific group of people at the university (e.g. students, staff, and visitors). They then present their campaign outside on the campus so that all staff and students can see and interact with their campaign. In previous years this led to partnerships formed with the Tiki café on campus to provide free coffee and the distribution of leaflets around mental health stigma. It led to better awareness on campus about the risks associated with premature hearing loss and the behavioural change needed to reduce its likelihood. It also led to a pop-up-spa offering head/neck massages, hand massages and nail treatments to help increase self-care for students and thus relieve stress.

**3. Quote from a Law Professor within the department, Janet Wilson-Ward**

"My involvement, apart from introducing corporate social responsibility (CSR) in Company and Commercial modules generally, has recently explored the implications of legal and political policies on the environment, particularly in the broader European context. This addresses, amongst other things, the conflicting issues of food security (e.g. CAP and CFP) with the environmental damage caused by farming and fishery practices. My students (Year 2 IMML) have the option to research particular areas of interest for their assessments."

**4. Food Waste Challenge, led by Henrietta Sherwin**

"... the idea behind the Food Waste Challenge was to provide an exemplar that people could incorporate in their modules. We will have a film to show how design thinking was used – and also a report giving an account of what is involved, what we learnt etc."

For more information, follow the link below;

<http://blogs.bath.ac.uk/clt/2019/01/15/students-use-big-picture-challenge-to-tackle-food-waste-problem/> "

**5. Contemporary Issues in Accounting and Finance Practice unit, Philip Cooper, Richard Fairchild**

"This unit is for our Second Year Undergraduates and covers the theoretical and practical, real-World issues around sustainability and ethical behaviour, and Corporate Social Responsibility (CSR), in finance and accounting. I also bring ethical and sustainable investing, and CSR, into my Behavioural finance units." – Richard Fairchild

**6. Sustainable behaviour change blog, Sarah Glozer, Pierre McDonagh, Iain Davies**

A sustainable behaviour change assessment was run with approximately 80 Postgraduate students and 200 Undergraduate students. The assignment worked to build critical reflection around if and how digital technologies can encourage more sustainable behaviours in the context of food, fashion and beauty-product consumption. The following is the student brief:

**Brief:** The aim of this project is to test your capability at translating theory into practice. The assignment involves writing an extended blog post that provides an informed opinion on the topic of sustainable behaviour change.

Specifically, this assignment is comprised of three key areas:

1. Download a sustainable behaviour change app and use it for a minimum period of 2 weeks (a list of apps is provided below);
2. Keep a reflective diary as to how you feel using the app, your thoughts pre- and post- use;
3. Write a reflective blog post on this experience (this should be uploaded with your assignment).

We believe that the students enjoyed working on such a practical task and we enjoyed learning more about the barriers and enablers of sustainable behaviour change.

## **7. MSc in Sustainability and Management**

The School Management offers an MSc in Sustainability and Management, for graduates who want to develop key managerial skills with an emphasis on sustainability issues.

Graduates explore the challenges of ensuring sustainability in managing firms, and learn to manage relationships with communities, society and the natural environment.