Course description form (syllabus form) – for 1st and 2nd cycle studies

**A. General data**

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| **Name of the field** | | **Content** |
| Course title | | **Sustainable Value Chains** |
| Organizational unit: | | Faculty of Management, University of Warsaw |
| Organizational unit where the course is offered: | | Faculty of Management, University of Warsaw |
| Course ID | |  |
| Erasmus code / ISCED | | 04000 Business Studies, Management Science |
| Course groups | |  |
| Period when the course is offered | | Summer semester 2023/24 |
| Short description | | The subject's content covers value chain management issues based on the theory of management and the concept of sustainable development.  Sustainability is essential for organizations to consider, as it encompasses many factors, including economic, social, and environmental elements. Value chains are a crucial element of sustainable business practices, as they ensure that the processes and activities involved in creating and delivering goods and services are efficient and socially and environmentally sound. Sustainable value chains (SVCs) are designed to create value by reducing environmental impacts, improving efficiency, increasing customer satisfaction, and reducing costs.  The SVC course is designed to train skills related to the analysis of value chains through the concept of sustainability and the integration of stakeholders. The role of sustainable development goals and new technologies in contemporary value chains will also be discussed. |
| Type of course: | | Conversatory: 14 hours |
| Full description | | The subject's content covers value chain management issues based on the theory of management and the concept of sustainable development.  Sustainability is essential for organizations to consider, as it encompasses many factors, including economic, social, and environmental elements. Value chains are a crucial element of sustainable business practices, as they ensure that the processes and activities involved in creating and delivering goods and services are efficient and socially and environmentally sound. Sustainable value chains (SVCs) are designed to create value by reducing environmental impacts, improving efficiency, increasing customer satisfaction, and reducing costs.  The SVC course is designed to train skills related to the analysis of value chains through the concept of sustainability and the integration of stakeholders. The role of sustainable development goals and new technologies in contemporary value chains will also be discussed.  **Sustainable Value Chains - Topics of Classes:**  **(1)** **Introduction to the Value Chain Concept:**   * Introduction to the course * Definition and characteristics of a value chain (M.E. Porter) * Supply chains versus value chains * Value chain analysis and steps   **(2) Key characteristics of the value chain:**   * Global Value Chains vs. * Local Production and Short Value Chains * Formal and informal mechanisms of coordination in the value chain * Collaboration and relationships models within value chains   **(3) Environmental footprint and external factors in global value chains:**   * PESTEL analysis * Income and wealth distribution * International trade * Technological Progress * Climate Change * Globalisation   **(4) Sustainability and Shared Value in Value Chains:**   * Origins of the Idea of sustainability * Sustainable development goals (SDGs) * Sustainability Impact * Green value chains * Theory of shared value (M.E. Porter, M.R. Kramer)   **(5) Actors of the value chain:**   * Theory of stakeholders (R.E. Freeman) * Stakeholder analysis * Position and impact of the value chain participants * Stakeholders Mapping   **(6) Role of consumers in value chains:**   * Consumer characteristics * Consumer trends and buying behaviour; * Customer value management * Green consumer behaviour   **(7)** **Future of sustainable value chains:**   * Information and Communication Technology (ITC) in value chains * Role of Artificial Intelligence (AI) and new technologies in SVC * Implications of Innovations in sustainable VC * SVC of tomorrow. |
| Prerequisites | Formal | No formal prerequisites |
| Initial | English (min. B2 level) |
| Learning outcomes | | After completing the course, the student:  K\_W04 knows and understands the contemporary dilemmas as to the global value chains and sustainable development goals  K\_W05 knows and understands the phenomena and processes occurring in the sphere of value chains and sustainable development  K\_U02 can and is able to properly recognize and interpret chances, threats, strengths and weaknesses of value chains  K\_U04 can and is able to analyze, diagnose, and prepare short reports on the functioning of the value chain within a team and disseminate results of the team work in a communicative way and debate in English  K\_U06 can and is able to plan and organize their own work and team work  K\_U07 can and is able to self-educate and expand knowledge in the field of value chain management  K\_K01 is ready to take part in discussions and to express opinions on topics related to value chains |
| ECTS credit allocation (and other scores) | | 2 ECTS |
| Assessment methods and assessment criteria | | **The final grade consists of the following:**   1. attendance (50%) 2. active participations (25%) 3. group assignments (25%)   **The method of calculation of the final grade:**  2.0: 0-49%  3.0: 50%-59%  3.5: 60%-69%  4.0: 70%-79%  4.5: 80%-89%  5.0: 90%-100% |
| Examination | | Graded credit |
| Type of class | | Elective, conversatory |
| Mode of delivery | | Online, accompanied by Kampus2 platform |
| Language | | English |
| Bibliography | | **Articles to be read prior to each class:**   1. A. Feller, D. Shunk, T. Callarman. (2006). Value chains versus supply chains. *BP Trends*, *1*, 1-7. 2. Y. Y. Kor, J. Prabhu, M. Esposito. (2017). How Large Food Retailers Can Help Solve the Food Waste Crisis. *Harvard Business Review Digital Articles*, 1–6. 3. Md.M. Hasan, Md. Nekmahmud, L. Yajuan, M. A. Patwary. (2019).Green business value chain: a systematic review, *Sustainable Production and Consumption,* Vol.20, 326-339 4. M.E. Porter, M.R. Kramer. (2011). Creating Shared Value: How to Reinvent Capitalism and Unleash a Wave of Innovation and Growth, *Harvard Business Review*, 89 (1-2), 62-77 5. S.D. Dmytriyev, R.E. Freeman, J. Hörisch, J. (2021). The Relationship between Stakeholder Theory and Corporate Social Responsibility: Differences, Similarities, and Implications for Social Issues in Management. *Journal of Management Studies (John Wiley & Sons, Inc.)*, *58*(6), 1441–1470. https://doi.org/10.1111/joms.12684 6. K. White, D.J. Hardisty, R. Habib. (2019). The Elusive Green Consumer. *Harvard Business Review*, *97*(4), 124–133. 7. R. Nidumolu, C.K. Prahalad, M.R, Rangaswami. (2009). Why Sustainability is Now the Key Driver of Innovation, Harvard Business Review, 87(9), 56-64   **Supplementary reading:**  P. Antras, P., D. Chor. (2021). Global value chains. National Bureau of Economic Research, Nber Working Paper No. 28549, Cambridge, Ma, US  M. D’heur (ed.). (2015). Sustainable Value Chain Management. *Delivering Sustainability.* London: Springer  R.K. Mitchell, B.R. Agle, D.J. Wood. (1997).Toward a Theory of Stakeholder Identification and Salience: Defining the Principle of Who and What Really Counts. *The Academy of Management Review*, Vol. 22, No. 4 (Oct., 1997), pp. 853-886 |
| Internship as part of the course | | n.a. |
| Coordinators | |  |
| Group instructors | | Karolina Łudzińska, Ph.D. |
| Notes | |  |
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**B. Detailed data**

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| **Name of the field** | **Content** |
| Group instructors: | Karolina Łudzińska |
| Title | **Ph.D.** |
| Type of class: | Conversatory |
| Learning outcomes defined for didactic method used during the course | After completing the course, the student:  K\_W04 knows and understands the contemporary dilemmas as to the global value chains and sustainable development goals  K\_W05 knows and understands the phenomena and processes occurring in the sphere of value chains and sustainable development  K\_U02 can and is able to properly recognize and interpret chances, threats, strengths and weaknesses of value chains  K\_U04 can and is able to analyze, diagnose, and prepare short reports on the functioning of the value chain within a team and disseminate results of the team work in a communicative way and debate in English  K\_U06 can and is able to plan and organize their own work and team work  K\_U07 can and is able to self-educate and expand knowledge in the field of value chain management  K\_K01 is ready to take part in discussions and to express opinions on topics related to value chains |
| Assessment methods and assessment criteria for didactic method used during the course | **The final grade consists of the following:**   1. attendance (50%) 2. active participations (25%) 3. group assignments (25%)   **The method of calculation of the final grade:**  2.0: 0-49%  3.0: 50%-59%  3.5: 60%-69%  4.0: 70%-79%  4.5: 80%-89%  5.0: 90%-100% |
| Examination for didactic method used during the course | Graded credit. Attendance, active participation in discussions, group assignments |
| Range of content | **Sustainable Value Chains - Topics of Classes:**  **(1) Introduction to the Value Chain Concept:**   * Introduction to the course * Definition and characteristics of a value chain (M.E. Porter) * Supply chains versus value chains * Value chain analysis and steps   **(2) Key characteristics of the value chain:**   * Global Value Chains vs. * Local Production and Short Value Chains * Formal and informal mechanisms of coordination in the value chain * Collaboration and relationships models within value chains   **(3) Environmental footprint and external factors in global value chains:**   * PESTEL analysis * Income and wealth distribution * International trade * Technological Progress * Climate Change * Globalisation   **(4) Sustainability and Shared Value in Value Chains:**   * Origins of the Idea of sustainability * Sustainable development goals (SDGs) * Sustainability Impact * Green value chains * Theory of shared value (M.E. Porter, M.R. Kramer)   **(5) Actors of the value chain:**   * Theory of stakeholders (R.E. Freeman) * Stakeholder analysis * Position and impact of the value chain participants * Stakeholders Mapping   **(6) Role of consumers in value chains:**   * Consumer characteristics * Consumer trends and buying behaviour; * Customer value management * Green consumer behaviour   **(7)** **Future of sustainable value chains:**   * Information and Communication Technology (ITC) in value chains * Role of Artificial Intelligence (AI) and new technologies in SVC * Implications of Innovations in sustainable VC * SVC of tomorrow. |
| Didactic methods | Lecture and presentation, case analysis, discussion, group assignments in break-out rooms |
| Bibliography | **Articles to be read prior to each class:**   1. A. Feller, D. Shunk, T. Callarman. (2006). Value chains versus supply chains. *BP Trends*, *1*, 1-7. 2. Y. Y. Kor, J. Prabhu, M. Esposito. (2017). How Large Food Retailers Can Help Solve the Food Waste Crisis. *Harvard Business Review Digital Articles*, 1–6. 3. Md.M. Hasan, Md. Nekmahmud, L. Yajuan, M. A. Patwary. (2019).Green business value chain: a systematic review, *Sustainable Production and Consumption,* Vol.20, 326-339 4. M.E. Porter, M.R. Kramer. (2011). Creating Shared Value: How to Reinvent Capitalism and Unleash a Wave of Innovation and Growth, *Harvard Business Review*, 89 (1-2), 62-77 5. S.D. Dmytriyev, R.E. Freeman, J. Hörisch, J. (2021). The Relationship between Stakeholder Theory and Corporate Social Responsibility: Differences, Similarities, and Implications for Social Issues in Management. *Journal of Management Studies (John Wiley & Sons, Inc.)*, *58*(6), 1441–1470. https://doi.org/10.1111/joms.12684 6. K. White, D.J. Hardisty, R. Habib. (2019). The Elusive Green Consumer. *Harvard Business Review*, *97*(4), 124–133. 7. R. Nidumolu, C.K. Prahalad, M.R, Rangaswami. (2009). Why Sustainability is Now the Key Driver of Innovation, Harvard Business Review, 87(9), 56-64   **Supplementary reading:**  P. Antras, P., D. Chor. (2021). Global value chains. National Bureau of Economic Research, Nber Working Paper No. 28549, Cambridge, Ma, US  M. D’heur (ed.). (2015). Sustainable Value Chain Management. *Delivering Sustainability.* London: Springer  R.K. Mitchell, B.R. Agle, D.J. Wood. (1997).Toward a Theory of Stakeholder Identification and Salience: Defining the Principle of Who and What Really Counts. *The Academy of Management Review*, Vol. 22, No. 4 (Oct., 1997), pp. 853-886 |
| Group limit |  |
| Time span |  |
| Location |  |