



APPLIES TO ACADEMIC YEAR 2016/2017

GRA 8502 Energy & the Society

Programme

Executive Master of Management in Energy (EMME)

Responsible for the course

Atle Midttun

Department

Department of Communication and Culture

Term

According to study plan

ECTS Credits

5

Language of instruction

English

Introduction

This course is part of the Executive Master of Management in Energy in cooperation with BI Norwegian Business School and IFP School.

It is now widely recognized in business, media, government and civil society that companies should aim beyond short-term profit towards a broader goal of long-term sustainable value creation. Given its scale and scope of operation, these expectations strongly apply to energy industry.

The risk of failing to align business with societal expectations is well-illustrated through many environmental, social and governance scandals in energy industry. The purpose of sustainability- engagement, however, is not only to reduce risk; when appropriately deployed, Corporate Social Responsibility (CSR) and sustainability provide opportunities to improve day-to-day business, develop a competitive advantage, and strengthen reputation and brand.

Learning outcome

The course addresses the core CSR and sustainability issues that face energy industry today. It provides tools to approach them and methods to align sustainability considerations with overall business strategy. Some of the issues that will be addressed are climate and environment, human rights, ethics, corruption, supplier relations, community involvement, relevant international laws and regulations, interaction with stakeholders (e.g. government and non-governmental organizations (NGOs) and media), as well as reputation and branding.

Acquired Knowledge

This course is designed to provide:

- basic knowledge of the CSR and sustainability concepts from different perspectives, with a particular focus on energy industry;
- insights into stakeholder theory and its applications in securing social license to operate by building trust and partnering with communities;
- knowledge of relevant tools (UN Global Compact and GRI), laws and regulations, national and international, to further sustainable development in energy industry;
- insights into partnered governance arrangements - such as the 'Extractive Industries' Transparency Initiative' - where industry and government work together towards transparency and good governance;
- knowledge of basic business ethics and how to implement it in practical management;
- insights into how sustainability issues may play out in the media and other public arenas, and affect reputation brand value;
- insights into approaches to turning CSR and sustainability into a value driver;

Given its salience for energy industry, particular emphasis will be given to familiarize the students with the essentials of climate change, and its strategic implications.

Skills

Skills developed upon completion of the course include the abilities to:

- to analyse and meet core sustainability challenges in energy industry;
- develop a strategy, work plan, implementation, report and evaluation of sustainability and CSR in energy industry;
- identify profitable ideas for sustainability-based innovation and value creation;
- address reputation and branding in energy industry from a CSR perspective;
- forge a cooperative dialogue with different stakeholders (including employees, suppliers customers, governments,

media and NGOs);

- design a communication plan – how to convey the good and bad news internally and in media.

Prerequisites

Granted admission to the Executive Master of Management in Energy programme.

Compulsory reading

Other:

Compendium:

Brun, Pål & Thornam, Hanne (2013): 'Corporate Sustainability Reporting' in Midttun, Atle (ed) CSR and Beyond. A Nordic Perspective. Cappelen Damm Akademisk. Oslo
Fombrun, Charles, Gardberg, Naomi, and Barnett, Michael (2000): 'Opportunity Platforms and Safety Nets' Business and Society Review.
Freeman, R.E (2010) Strategic Management: A Stakeholder Approach. New York (selected pages)
Freeman, R.E, Harrison, J.S and Wicks, A. C (2007) Managing for Stakeholders: Business in the 21st Century
Hörisch, Jacob; Freeman, R. Edward; Schaltegger, Stefan (2014) 'Applying Stakeholder Theory in Sustainability Management: Links, Similarities, Dissimilarities, and a Conceptual Framework'. Organization & Environment. Vol. 27 Issue 4
IEA (2015) World Energy Outlook – introduction and excerpts
Magerholm Fet, Annik (2013): 'CSR&Sustainability – a Life Cycle Perspective' in Midttun, Atle (ed) CSR and Beyond. A Nordic Perspective. Cappelen Damm Akademisk. Oslo
Midttun, Atle, with Tore Dirdal, Kristian Gautesen, Terje Omland, Søren Wenstøp (2007) "Integrating Corporate Social Responsibility and Other Strategic Foci in a Distributed Production System: A Transaction Cost Perspective on the North Sea Offshore Petroleum Industry" Journal of Corporate Governance.
Porter ME and Kramer MR (2011) Creating Shared Value, Harvard Business Review
Weizsäcker, Ernst von. 2009. Factor Five. Earthscan, Sterling USA. pp. 1-19, 267-268, 279-299

Recommended reading

Other:

Compendium:

IPCC 2013 Fifth Assessment Report: CLIMATE CHANGE 2013 The Physical Science Basis summary for Policymakers http://www.ipcc.ch/report/ar5/#.UvP2_fldX_I (27pp)
Midttun, Atle. 2012. "The greening of European electricity industry: A battle of modernities". Energy Policy. Vol 48 (Sep). pp. 22-35 (14 p)
Midttun, Atle (2008) "Partnered Governance: Aligning Corporate Responsibility and Public Policy in the Global Economy." Journal of Corporate Governance
Sustainable Development Goals: <https://sustainabledevelopment.un.org/?menu=1300>
Global Compact: <https://www.unglobalcompact.org/>

Course outline

- CSR and Sustainability
- Stakeholder Theory and Its Applications
- Tools To Further Sustainable Development In Energy Industry
- Partnered Governance Arrangements
- Basic Business Ethics
- Sustainability Issues In The Media And Other Public Arenas
- Turning CSR and Sustainability Into a Value Driver

Computer-based tools

It's Learning

Learning process and workload

1 ECTS credit corresponds to a workload of 26-30 hours.

Sessions include lectures, seminars and group work.

Attendance to all sessions in the course is compulsory. If you have to miss part(s) of the course you must ask in advance for leave of absence. More than 25% absence in a course will require retaking the entire course. It's the student's own responsibility to obtain any information provided in class that is not included on the course homepage/ It's learning or other course materials

Examination

The students are evaluated through an individual 72 hours home exam, counting for 5 credits.

Specific information regarding student evaluation beyond the information given in the course description will be

provided in class.

Examination code(s)

GRA 85021 - Home exam; counts for 100% to pass the course GRA 8502; 5 credits.

The course is a part of a full Executive Master of Management in Energy (EMME) and examination in all courses must be passed in order to obtain a certificate.

Examination support materials**Re-sit examination**

Re-takes are only possible at the next time a course will be held. When course evaluation consists of class participation or continuous assessment, the whole course must be re-evaluated when a student wants to retake a exam. Retake examinations entail an extra examination fee.

Additional information