

课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	大数据与公共健康管理 Business, Entrepreneurship, and the Sustainable Development Goals
2.	授课院系 Originating Department	高等教育研究中心 Center for Higher Education Research
3.	课程编号 Course Code	ITC02
4.	课程学分 Credit Value	2
5.	课程类别 Course Type	任选课 Free Elective
6.	授课学期 Semester	秋季 Fall
7.	授课语言 Teaching Language	英文 English
8.	授课教师、所属学系、联系方式 (如属团队授课, 请列明其他授课教师) Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	无 NA
10.	选课人数限额(可不填) Maximum Enrolment (Optional)	

11. 授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total
学时数 Credit Hours	32	0	0	0	32
12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无 No				
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	无 No				
14. 其它要求修读本课程的学系 Cross-listing Dept.	无 No				

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

- 理解可持续发展目标，并批判性地审视其对企业和企业家的影响；
Understand the Sustainable Development Goals and critically examine their implications for businesses and entrepreneurs.
- 理解并批判性地探讨，在全球经济发展下，作为发展驱动和政策参与者的商业理论基础；
Understand and critically discuss the theoretical foundations of business as a development and policy actor in the global economy.
- 理解、理论化和批判性地探讨可持续发展目标是如何重新定义商业社会关系的；
Understand, theorize, and critically discuss how the Sustainable Development Goals are redefining business society relations.
- 批判性地评价，以可持续发展思维作为核心管理指导来应对可持续发展目标带来的挑战和机遇的重要性。
Critically appraise the importance of sustainability thinking as a core managerial capability in coping with the challenges of and exploring the opportunities in the Sustainable Development Goals.

16. 预达学习成果 Learning Outcomes

- 探究可持续发展目标的理论基础，并进一步探讨其背景下的相关商业与社会企业发展。
explore the theoretical basis of the SDGs and further explore the development of relevant business and social enterprises in their context.
- 学生将明确可持续发展目标为企业将商业利益与社会责任相融合提供了蓝图，并为企业之间围绕社会责任的实现提供了新的合作模式及创新的机遇。
Through the study of this module, students will define that Sustainable Development Goals provide a blueprint for enterprises to integrate business interests with social responsibility, and provide new cooperation models and innovation opportunities for enterprises to realize the social responsibility.
- 学生将了解在商业架构下的社会企业如何协调内部与外部的共同可持续发展。

Through this module, students will learn how social enterprises coordinate the internal and external sustainable development in a business framework.

4. 学生将探究商业市场实现可持续发展的必要性及关键性。

Through this module, students will explore the necessity and the key of achieving sustainable development in the business market.

5. 学生将探究在可持续发展背景下，企业的目标完成途径及未来发展方向。

Through this module, students will explore the way to achieve the goals and the future development direction of enterprises in the context of sustainable development.

17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

模块 1：可持续发展目标的理论基础（6 学时）

Module 1: Sustainable Development: Theoretical Foundations

经济发展是指追求自身利益最大化的社会群体，通过不断的技术经济组织和社会经济制度创新，使其经济总福利在经济总规模持续扩张的过程中得以不断改善。而现今的经济发展现况却不容乐观，自 2007 年开始全球的失业人口从 1.7 亿人升高到 2012 年的 2.02 亿人，其中有将近 7500 万的青年男女；将近 9 亿工人，即劳动人口的三分之一，生活在两美元贫困线以下。脱贫的唯一途径是由企业提供稳定和有足够收入的工作岗位。在 2016 至 2030 年期间，全球的企业需要为刚进入劳动市场的人提供 4.7 亿个就业岗位，这是利用商业及社会企业实现可持续发展目标的主要任务。

Economic development means that social groups pursue the maximization of their own interests, through the innovation of economic technology and social economic system. And the total economic welfare can be continuously improved in the process of the continuous expansion of the total economic scale. From 2007 to 2012, the number of unemployed people worldwide has risen from 170 million to 202 million. Among them, there are nearly 75 million young men and women. Meanwhile, nearly 900 million workers, one-third of the working population, live below the poverty line. The only way out of poverty is for enterprises to provide stable and well-paid jobs. From 2016 to 2030, the world needs to create 470m jobs for new entrants in the labor market, which is one of the main tasks of using business and social enterprises to achieve the SDGs.

模块 2：企业应通力协助全球社会实现可持续发展目标（6 学时）

Module 2: Business, Entrepreneurship, and the SDGs in Community（6 hours）

2015 年 9 月，联合国可持续发展峰会通过的《2030 可持续发展议程》及其确立的 17 个可持续发展目标更加有力地推动了企业参与全球可持续发展进程，进一步助力企业为全球可持续发展做出贡献。可持续发展目标也为企业践行社会责任、提升经济效益、开展广泛合作、创新商业模式、实现自身可持续发展提供了指引和前所未有的机遇。

随着全球经济一体化的发展和国际商业环境的演进，受 2008 年全球金融危机洗礼，单纯追求短期利润的企业行为逐渐地被社会所抛弃。众多企业认识到，履行社会责任是降低企业经营风险的基本要素，也是企业得以长期可持续发展的必备条件。

In September 2015, the 2030 Agenda for Sustainable Development adopted by the UN Sustainable Development Summit and the 17 Sustainable Development Goals it has established have given more impetus to participation of enterprises in the global sustainable development process, and further helped enterprises make contributions to global sustainable development. The SDGs also provide guidance and unprecedented opportunities for enterprises to practice social responsibility, improve economic efficiency, engage in extensive cooperation, innovate business models and achieve sustainable development.

With the development of global economic integration and the evolution of the business environment, baptized by the global financial crisis in 2008, enterprises that simply pursue short-term profits are gradually abandoned by the society. Many enterprises realize that fulfilling social responsibility is the basic element to

reduce business risks and also a prerequisite for long-term sustainable development of enterprises.

模块 3: 探索企业内部如何实现社会的可持续发展目标 (8 学时)

Module 3: Business, Entrepreneurship, and the SDGs in the Workplace (8 hours)

早在世纪之交, 联合国就针对企业社会责任和可持续发展由联合国前秘书长安南提出了全球契约倡议, 动员商界成为解决方案的组成部分, 呼吁商界以自主的行为, 遵守商业道德、尊重人权、劳工标准和环境方面国际公认的原则, 通过负责的、富有创造性的企业表率, 建立一个推动经济可持续发展和社会效益共同提高的全球机制, 从而给世界市场以人道的面貌。

企业不必回避盈利, 关键在于企业盈利的目的和方式。只要企业能够保证盈利的目的和方式是有利于人类社会的可持续发展目标的实现, 那就迈出了可持续发展的第一步。企业可持续发展战略主要有创新可持续发展战略、文化可持续发展战略、制度可持续发展战略、核心竞争力可持续发展战略、要素可持续发展战略。

At the turn of the century, Annan, the former Secretary-general of the United Nations, put forward the global compact for corporate social responsibility and sustainable development. This action aims to mobilize the business to become a part of the solution, calling on business to abide by business ethics, respect for human rights, labour standards and environmental aspects of internationally recognized principles, and create a global mechanism that promotes sustainable economic development and greater social efficiency through actions of creative business leadership.

Enterprises do not have to avoid profit, and the key to profit is the purpose and way. As long as the enterprise can ensure that the purpose and way of profit is conducive to the realization of the Sustainable Development Goals of human society, it will meet the basis of the Sustainable Development Goal. The sustainable development strategies of enterprises mainly include innovation sustainable development strategy, cultural sustainable development strategy, institutional sustainable development strategy, core competitiveness sustainable development strategy and factor sustainable development strategy.

模块 4: 打造以可持续发展为目标的良性市场 (6 学时)

Module 4: Business, Entrepreneurship, and the SDGs in the Marketplace (6 hours)

在当今激烈的市场竞争中, 企业, 尤其大型企业和跨国公司, 在全球经济、社会、政治、文化生活中的影响越来越广泛。而事实上, 企业与社会应该产生互相促进的循环, 以此来达成可持续的发展, 从而塑造出良性的市场。

自联合国全球契约倡议提出以来, 获得了众多可持续发展利益相关方的支持和参与。迄今为止, 已有包括中国企业在内的 9700 家企业, 3300 家非企业组织成为联合国全球契约组织的成员, 承诺支持和践行联合国全球契约的十项原则, 共同打造以可持续发展为目标的优秀市场氛围。

In today's fierce market competition, enterprises, especially large enterprises and transnational corporations, are exerting more and more extensive influence on the global economy, society, politics and cultural life. In fact, business and society should create a mutually reinforcing cycle to achieve sustainable development and thus create a benign market.

Since its inception, the United Nations Global Compact has received the support and participation of many stakeholders in sustainable development. So far, 9,700 enterprises and 3,300 non-enterprise organizations, including Chinese enterprises, have become members of the UN Global Compact, pledging to support and implement the ten Principles of the UN Global Compact and jointly create an excellent market atmosphere with sustainable development as the goal.

模块 5: 企业在可持续发展目标下对生态环境的影响 (6 学时)

Module 5: Business, Entrepreneurship, and the SDGs in the Ecological Environment (6 hours)

可持续发展目标将进一步加强公众和其他利益相关方对绿色低碳、生物多样性、水利可持续等概念的关注和重视, 以此促进一系列产业和创新项目蓬勃发展, 例如依赖物种多样性的传统药材生产, 应对区域可饮用水资源枯竭的工程项目, 金融类企业围绕环境工程开发的绿色信贷和绿色金融等业务, 以及保护生物多样性的同时实现生产价值多元化的农牧类企业。可持续发展目标为激发企业能动性开辟了无数新的商业模式, 为企业的发展不断提供着新的机遇。

The Sustainable Development Goals will further enhance public and other stakeholders' attention to the concept of low carbon, biodiversity, water conservancy sustainable and so on, in order to promote a series

of the vigorous development of the industry and the innovation projects, such as the production of traditional medicines depends on species diversity, projects to address the depletion of regional potable water resources, green credit and green finance are developed around environmental engineering and agricultural and animal husbandry enterprises with diversified production values while protecting biodiversity. The SDGs have opened up countless new business models for stimulating enterprise initiative and continuously provided new opportunities for enterprise development.

18. 教材及其它参考资料 **Textbook and Supplementary Readings**

- 1.Exploring entrepreneurship related to the sustainable development goals - mapping new venture activities with semi-automated content analysis Horne, Jannic ; Recker, Malte ; Michelfelder, Ingo ; Jay, Jason ; Kratzer, Jan Journal of cleaner production, 01 January 2020, Vol.242
- 2.Business needs to embrace sustainability targets: companies that do not align their management strategies with sustainable development goals will lose out Leisinger, Klaus ; Nature, Dec 10, 2015, Vol.528(7581), p.165(1)
- 3.Subsistence Entrepreneurship The Interplay of Collaborative Innovation, Sustainability and Social Goals Ratten, Vanessa. editor.; Jones, Paul. editor.; Braga, Vitor. editor.; Marques, Carla Susana. editor.; SpringerLink (Online service)
- 4.Impacts of promoting sustainable entrepreneurship in generic business plan competitions Fichter, Klaus ; Tiemann, Irina Journal of cleaner production, 10 September 2020, Vol.267

课程评估 **ASSESSMENT**

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance		20		
课堂表现 Class Performance				
小测验 Quiz				
课程项目 Projects				
平时作业 Assignments		80		
期中考试 Mid-Term Test				
期末考试 Final Exam				
期末报告 Final Presentation				
其它（可根据需要 改写以上评估方式） Others (The above may be modified as				

necessary)

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20. 记分方式 **GRADING SYSTEM**

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| <input type="checkbox"/> A. 十三级等级制 Letter Grading
<input checked="" type="checkbox"/> B. 二级记分制 (通过/不通过) Pass/Fail Grading |
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课程审批 **REVIEW AND APPROVAL**

21. 本课程设置已经过以下责任人/委员会审议通过

This Course has been approved by the following person or committee of authority

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