



Course and Examination Fact Sheet: Spring Semester 2019

8,222: Exploring Sustainability as Strategic Opportunity

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Presentation (in groups - all given the same grades) (60%)

Decentral - examination paper written at home (individual) (20%)

Decentral - Active participation (20%)

Attached courses

Timetable -- Language -- Lecturer

[8,222,1.00 Exploring Sustainability as Strategic Opportunity](#) -- Englisch -- [Ueberbacher Florian](#) , [Kux Barbara](#)

Course information

Course prerequisites

The key prerequisites for participants are a high level of motivation and enthusiasm to solve concrete company projects in tight collaboration with world-leading companies.

Course content

In this seminar, you will learn to regard sustainability as a source of competitive advantage and thus as a core focus of strategic management. As such, you will explore how sustainability is connected to a wealth of strategic business opportunities in emerging and mature markets, consumer demands, and technologies. For instance, the green tech market of today is already more than 2 trillion Euro and is estimated to double by 2025 according to recent studies. Companies need to seize such trends in order to stay competitive on a global scale and enhance their reputation with their most important stakeholders, including customers, employees, and investors.

The guiding theme of the seminar is how to recognize and exploit the opportunities that sustainability issues offer to companies. We will demonstrate and use concrete tools to answer these questions and will apply them in close project collaboration with industry-leading companies like Henkel (Chemicals and consumer goods), Roche (Healthcare), UBS (Banking and financial services), and Zurich (Insurance). Additionally, Siemens will play a role in this course - we will explore how the company grew its sustainability portfolio from 19 to 33 billion Euros between 2008 and 2012. The combination of theoretical issues and company projects thus allows for a very "practical" approach and for a direct application of in-class learnings to concrete strategic issues. On the following homepage, a summary of the course and the results of the students' project work from the previous year (2017) can be accessed: <https://ifb.unisg.ch/de/lehre-news/sim-course-exploring-sustainability-as-strategic-opportunity-2018/>

The seminar will be directed by Barbara Kux and Florian Ueberbacher: Barbara Kux is a member of the supervisory board at several industry-leading companies including Engie and Henkel. Listed by "Fortune" magazine among the leading international business women over a period of more than 10 years, she has strategic and operational experience in developing the sustainability business in a very successful way as a Board Member of Siemens and Member of Group Management Committee at Royal Philips. For further information, please consult www.bkux.com.

Florian Ueberbacher is Oberassistent/Assistant Professor at University of Zurich and a lecturer at University of St. Gallen where he also completed his PhD. He researches and lectures in the areas of business and society including corporations' sustainability and social responsibility.

Course structure



The course consists of mandatory class days and 1 mandatory skype conference call. On the first class day, we will outline the course. Subsequently, representatives of Henkel, Roche, UBS, and Zurich will present their concrete project themes for the group work. On the second class day, we will develop key tools that will support you in your company project work. In the skype call - where participants can dial in - we will discuss the group project progress and provide feedback on your project work. On the fourth class days, we will discuss the Siemens case study and prepare the project presentations. On the final class day, you will present your project results to the course directors and the company representatives. Subsequently, we will close the course by summarizing the main findings and key learnings of our seminar.

Course literature

Readings will be made available before the start of the seminar.

Additional course information

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Examination information

Examination sub part/s

1. Examination sub part (1/3)

Examination time and form

Decentral - Presentation (in groups - all given the same grades) (60%)

Remark

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Examination-aid rule

Practical examination

No examination-aid rule is necessary for such examination types. The rules and regulations of the University of St. Gallen apply in a subsidiary fashion.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/3)

Examination time and form

Decentral - examination paper written at home (individual) (20%)

Remark

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Examination-aid rule

Term papers

- Term papers must be written without anyone else's help and in accordance with the known quotation standards, and they must contain a declaration of authorship.
- The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the APA or MLA standards. The indications of the sources of information taken over verbatim or in paraphrase (quotations) must be integrated into the text in accordance with the precepts of the applicable quotation standard, while informative and bibliographical notes must be added as footnotes (recommendations and standards can be found, for example, in METZGER, C. (2017), Lern- und Arbeitsstrategien (12th ed., Cornelsen Schweiz).



- For any work written at the HSG, the indication of the page numbers both according to the MLA and the APA standard is never optional.
- Where there are no page numbers in sources, precise references must be provided in a different way: titles of chapters or sections, section numbers, acts, scenes, verses, etc.
- For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGOREK R. et SCHINDLER B. (2018, Juristisches Arbeiten: Eine Anleitung für Studierende (6. Auflage), Zürich: Schulthess, or the recommendations of the Law School).

Supplementary aids

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Examination languages

Question language: English

Answer language: English

3. Examination sub part (3/3)

Examination time and form

Decentral - Active participation (20%)

Remark

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Examination-aid rule

Practical examination

No examination-aid rule is necessary for such examination types. The rules and regulations of the University of St. Gallen apply in a subsidiary fashion.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

Examination content

Examination and grading consists of 3 parts: First, a collective assignment (i.e. team work) in the form of project work in close collaboration with one of the companies. It will involve developing solutions for recognizing and seizing a company relevant strategic business opportunity in the sustainability area. This assignment involves the development of an oral project presentation before class and the submission of an according presentation slide deck which afterwards can be published on the course website. Secondly, an individual assignment: This assignment involves working on a case study about the sustainability strategy of Siemens. A written three page document needs to be handed in. Finally, active participation will be highly valued and will thus form a substantial part of the grade.

Examination relevant literature

Readings will be made available before the start of the seminar.



Please note

We would like to point out to you that this fact sheet has absolute priority over other information such as StudyNet, faculty members' personal databases, information provided in lectures, etc. When will the fact sheets become binding?

- Information about courses and examination time (central/decentral and grading form): from the start of the bidding process on 24 January 2019
- Information about decentral examinations (examination-aid rule, examination content, examination relevant literature): after the 4th semester week on 18 March 2019
- Information about central examinations (examination-aid rule, examination content, examination relevant literature): from the start of the enrolment period for the examinations on 08 April 2019

Please look at the fact sheet once more after these deadlines have expired.