



Course and Examination Fact Sheet: Spring Semester 2021

8,222: Exploring the Sustainable Development Goals as Opportunities for Innovation

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Active participation (10%)

Examination time: term time

Decentral - Presentation (in groups - all given the same grades) (40%)

Examination time: term time

Decentral - Written examination (50%, 60 mins.)

Examination time: term time

Attached courses

Timetable -- Language -- Lecturer

[8,222,1.00 Exploring the Sustainable Development Goals as Opportunities for Innovation](#) -- Englisch -- [Zobel Ann-Kristin](#)

Course information

Course prerequisites

Basic knowledge of principles associated with the management of innovation are recommended. The key prerequisites for participants are a high level of motivation and enthusiasm for sustainability issues and solution areas and interest to discuss how firms can innovatively and strategically explore these issues and solutions.

Learning objectives

- Inspire and nurture your interest in sustainability topics
- Gain an overview of the Sustainable Development Goals and their relevance for business
- Gain deeper insights into climate change and its impact on business in the context of associated solution areas (e.g. energy, mobility, food)
- Analyze how strategy & innovation management frameworks can address sustainability issues
- Apply your knowledge and critically reflect on it in the context of selected cases
- Experience case teaching and sharpen your analytical and problem-solving skills
- Transfer your gained insights on sustainability and innovation to concrete business challenges

Course content

'Business as usual' is being threatened by grand and global societal challenges, such as climate change, resource scarcity, or food security. As we are in a global 'climate crisis' (Larry Fink, CEO BlackRock), those issues become increasingly relevant for the strategic management of large incumbent firms and new ventures alike. This course will introduce core strategic & innovation management concepts and frameworks that help to unlock new value as we strive towards a low carbon and sustainable economy. What types of innovation strategies can firms develop to harness novel strategic opportunities and deliver significant business impact, while meeting the grand challenges of our time?

The course opens with introducing the UN's Sustainable Development Goals (SDGs) as an overarching framework for understanding sustainability as an opportunity for innovation. To provide more focus, the course will highlight those SDGs that are strongly associated with mitigation of climate change and concentrate on the following six areas: (1) energy, (2) mobility, (3) cities, (4) circular production/economy, (5) food systems, and (6) oceans & water. For each of these areas, the course will introduce frameworks and tools that firms can use to explore sustainability as an opportunity for innovation.



Course structure

The course comprises two main formats: (1) interactive lectures (combined with case discussions) and (2) student team presentations.

The first format aims at establishing and discussing the selected SDG focus areas and management frameworks to explore these areas as opportunities for innovation (e.g. open innovation, business model innovation, innovation ecosystems). In the interactive part, we will apply the case teaching method to apply and critically reflect on the respective sustainability topics and frameworks. All students are expected to be prepared for the in-class case discussions (i.e. have read the assigned literature and studied the case) and to participate actively in the discussions.

The second format aims at transferring gained insights to concrete business challenges. Each team of students will become experts in one of the sustainability areas and prepare an innovative business solution. These sessions will also feature input from guest lecturers from industry that showcase real-world innovative opportunities & solutions for sustainability. Guests will also be invited as jurors to evaluate and discuss the student presentations and provide feedback.

Course literature

For each session, mandatory readings will be assigned on Studynet. These include the case readings as well as selected academic and more practitioner-oriented readings. A complementary reading list will be made available to the student teams to serve as a basis for their presentations.

Additional course information

The course will be conducted online via Zoom. This means that all course contents and formats including lectures, case discussions, guest lectures, and student presentations will take place virtually. The recordings of the sessions are available for 30 days.

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in SpS2021, the examination information listed below would be changed as follows:

The written examination is replaced by a 24h take-home examination.

Examination information

Examination sub part/s

1. Examination sub part (1/3)

Examination time and form

Decentral - Active participation (10%)

Examination time: term time

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 - Presentation (in groups - all given the same grades) (40%)

Examination time: term time

Remark

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Examination-aid rule

Presentations

In presentations, aids for visual presentation can be used. These aids can be specified or restricted by the lecturers.

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 - Written examination (50%, 60 mins.)

Examination time: term time

Remark

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Examination-aid rule

Examinations with electronic aids - on campus or online

For examinations with electronic aids, students may be asked to install a predefined software on their own computer. The procurement and financing of the necessary technical aids, hardware and software as well as ensuring their functionality is the responsibility of the students, unless they are explicitly provided by the University.

If the examination is conducted with the candidates' own laptop or computer, the private device must meet the following requirements:

- Operating system: Windows or macOS
- Software: Microsoft Excel (minimum: Office 2016 or Microsoft Office 365) and current internet browser;
- All necessary updates for the controlled functioning of the operating system and the required software must be installed;
- HSG login: The HSG account must be functional and the access data must be known;
- Network and power: The device must be WLAN capable and have a stable internet connection. For examinations written outside the University premises, a stable internet connection with a sufficiently high transmission rate as well as the availability of a power supply must be ensured at the user's own responsibility;
- Battery life: Operation must be guaranteed during the entire examination period. The device must have a battery life of at least 90 minutes. It is recommended to carry a working power supply;
- Video and audio capability: For examinations which are not held on University premises, the equipment must have a functioning webcam and a functioning, correctly adjusted microphone.

Participants are responsible for ensuring that their equipment is working properly and allows the partaking in the examination. Any deficiencies in the personal infrastructure are the responsibility of the students. Any deficiencies due to the students' own technology or a lack of an uninterrupted internet connection will not be recognized as procedural errors in the execution of the examination.



The examination is to be taken exclusively by the candidate and only with the help of the permitted aids. The use of additional software, in particular of another internet browser or communication software, is strictly forbidden during the entire examination. Any use of software other than the specified software requires the express prior written permission of the examination administration.

When using a LockDown browser, all applications (internet browser, Office, file explorer, etc.) are blocked and the documents on the computer are therefore not accessible. Any other aids and documents permitted in this leaflet must therefore be printed and/or physically available.

In the case of examinations with electronic aids on the premises of the University, the following shall apply in particular

- After the corresponding request of the examination administration, all connections of the device with networks or other devices (mobile network, WLAN, Bluetooth, etc.) must be disconnected.

For online examinations that do not take place on the University campus, the following applies in particular:

- The identity of the examinee will be verified via webcam before the examination begins. Photographs can be taken. The HSGcard or identity card must be kept ready for this purpose.
- Any unannounced unauthorized removal from the recording area of the webcam may be punished as a culpable violation of the examination conditions.
- Oral examinations may be recorded. The recording may be used for evaluation purposes and documents the examination in the event of appeal and/or disciplinary proceedings. The recordings shall be deleted after the appeal period or any proceedings have expired.
- The use of a headset is only permitted during an oral examination.

Supplementary aids

None

Examination languages

Question language: English

Answer language: English

Examination content

The written examination will take place online.

All course topics including the Sustainable Development Goals and focus areas (i.e. energy, mobility, cities, circular economy, food systems) as well as the strategy and innovation frameworks (e.g. open innovation, business models) are relevant for the examination. Students need to be able to describe, analyze, and reflect on concepts and frameworks from the lectures, cases, mandatory readings, and in-class discussions.

Examination relevant literature

Both mandatory and optional readings will be made available on StudyNet before each session. All exam-relevant material (including academic papers, practitioner-oriented readings, cases, lecture slides) will be made available before the final session.



Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 12 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 28 January 2021);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 22 March 2021);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 12 (Monday, 22 March 2021);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 14 (Thursday, 8 April 2021).