



Course and Examination Fact Sheet: Spring Semester 2022

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

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Active participation (20%)

Examination time: term time

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

Examination time: term time

Decentral - Written examination (with defined exam duration) (40%, 90 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 five areas: (1) energy, (2) mobility, (3) cities, (4) circular production/economy, and (5) food systems. 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 and indications of the learning and teaching design

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

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in SP S2022, the course information listed above will be changed as follows:

- The course is conducted online via the platform Zoom
- The recordings of the course are available for 30 days
- The lecturer informs via StudyNet on the changed implementation modalities of the course

In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in SpS2022, 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 (20%)

Examination time: term time

Remark

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Examination-aid rule

Active classroom participation

In the "Active classroom participation" examination form, regular participation in class is assessed.

The assessment criteria can be as follows:

- Requests to speak enrich the discussion (productive) / requests to speak disturb the discussion (counterproductive);
- Requests to speak are correct/requests to speak are incorrect;



- Requests to speak are frequent/average/rare;
- No requests to speak, but students follow the lesson/no requests to speak and students do not noticeably follow the lessons.

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 (with defined exam duration) (40%, 90 mins.)

Examination time: term time

Remark

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Examination-aid rule

Extended Closed Book

The use of aids is limited; any additional aids permitted are exhaustively listed under "Supplementary aids". Basically, the following is applicable:

- At such examinations, all the pocket calculators of the Texas Instruments TI-30 series and mono- or bilingual dictionaries (no subject-specific dictionaries) without hand-written notes are admissible. Any other pocket calculator models and any electronic dictionaries are inadmissible.
- In addition, any type of communication, as well as any electronic devices that can be programmed and are capable of communication such as notebooks, tablets, mobile telephones and others, are inadmissible.
- Students are themselves responsible for the procurement of examination aids.

Supplementary aids

None

Examination languages

Question language: English

Answer language: English



Examination content

All course topics including the Sustainable Development Goals and focus areas (i.e. energy, mobility, circular economy, food systems, new industries) 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, 27 January 2022);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 21 March 2022);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 12 (Monday, 21 March 2022);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the registration period in CW 15 (Monday, 11 April 2022).