



## Course and Examination Fact Sheet: Spring Semester 2024

### 8,209: Exploring the Sustainable Development Goals as Opportunities for Innovation

ECTS credits: 4

#### Overview examination/s

(binding regulations see below)

decentral - Written work, Digital, Individual work individual grade (40%)

Examination time: Term time

decentral - Presentation, Analog, Group work group grade (40%)

Examination time: Term time

decentral - Active participation, Analog, Individual work individual grade (20%)

Examination time: Term time

#### Attached courses

Timetable -- Language -- Lecturer

[8,209,1.00 Exploring the Sustainable Development Goals as Opportunities for Innovation](#) -- English -- [Zobel Ann-Kristin](#)

#### Course information

#### Course prerequisites

Basic knowledge of principles associated with innovation & strategic management 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 (SDGs) and their relevance for business
- Gain deeper insights into climate change and its impact on business in the context of associated solution areas (energy, mobility, industry, food & carbon removal)
- Analyze how strategy & innovation management frameworks can help 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 management to concrete business challenges
- Dive deeply into one sustainability area, co-develop creative solutions, and present them to industry experts

#### Course content

'Business-as-usual' is being threatened by grand and global societal challenges, such 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 organizations 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 a strategic opportunity for firms. 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) industry, (4) food systems, and (5) carbon removal. 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 sessions comprise two main formats: (1) interactive lectures (combined with case discussions) and (2) student presentation / industry expert sessions.

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 use the case teaching method and discuss specific cases to apply and critically reflect on the respective sustainability topics and frameworks. All students are expected to be prepared for the in-class 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. For each of the five areas we invite experts from industry who will pose a "sustainability / business challenge" to be solved by student teams - some coaching will be provided by the experts. Each team of students will thus dive deeply into one of the sustainability areas and present an innovative solution to the expert(s) and the class. This session format also features inputs from the experts (i.e. guest lectures), as well as feedback and discussions on the student presentations.

Students will be in direct contact with practice partners, arrange and participate in coaching sessions, and are expected to share their results with the practice partners in final presentation sessions. A separate information sheet regarding the interaction with practice partners will be provided.

## Course literature

For each session, mandatory readings will be assigned on Studynet. These include the case reading 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

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## Examination information

### Examination sub part/s

#### 1. Examination sub part (1/3)

##### Examination modalities

|                              |                                  |
|------------------------------|----------------------------------|
| Examination type             | Written work                     |
| Responsible for organisation | decentral                        |
| Examination form             | Written work                     |
| Examination mode             | Digital                          |
| Time of examination          | Term time                        |
| Examination execution        | Asynchronous                     |
| Examination location         | Off Campus                       |
| Grading type                 | Individual work individual grade |
| Weighting                    | 40%                              |
| Duration                     | --                               |

##### Examination languages

Question language: English

Answer language: English

##### Remark

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## Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

## Supplementary aids

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## 2. Examination sub part (2/3)

### Examination modalities

|                              |                        |
|------------------------------|------------------------|
| Examination type             | Presentation           |
| Responsible for organisation | decentral              |
| Examination form             | Oral examination       |
| Examination mode             | Analog                 |
| Time of examination          | Term time              |
| Examination execution        | Asynchronous           |
| Examination location         | On Campus              |
| Grading type                 | Group work group grade |
| Weighting                    | 40%                    |
| Duration                     | --                     |

### Examination languages

Question language: English

Answer language: English

### Remark

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## Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

## Supplementary aids

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## 3. Examination sub part (3/3)

### Examination modalities

|                              |                                  |
|------------------------------|----------------------------------|
| Examination type             | Active participation             |
| Responsible for organisation | decentral                        |
| Examination form             | Oral examination                 |
| Examination mode             | Analog                           |
| Time of examination          | Term time                        |
| Examination execution        | Synchronous                      |
| Examination location         | On Campus                        |
| Grading type                 | Individual work individual grade |
| Weighting                    | 20%                              |
| Duration                     | --                               |

### Examination languages

Question language: English

Answer language: English



## Remark

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## Examination-aid rule

### Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

## Supplementary aids

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## Examination content

All course topics including the Sustainable Development Goals and focus areas (i.e. energy, mobility, industry, food, carbon removal), as well as the strategy and innovation frameworks (e.g. open innovation, business models) are relevant for the different examination formats. 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 examination-relevant material (including readings and 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 13 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, 25. Januar 2024);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 18 March 2024);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 13 (Monday, 25 March 2024);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: Starting with de-registration period in CW 15 (Monday, 08. April 2024).