



## Course and Examination Fact Sheet: Autumn Semester 2021

### 3,746: Verantwortung/Responsibility: Be the Change - Discovering Consulting and Sustainability

ECTS credits: 6

#### Overview examination/s

(binding regulations see below)

Decentral - Presentation (in groups - all given the same grades) (30%)

Examination time: term time

Decentral - examination paper written at home (individual) (40%)

Examination time: term time

Decentral - examination paper written at home (in groups - all given the same grades) (30%)

Examination time: term time

#### Attached courses

Timetable -- Language -- Lecturer

[3,746.1.00 Verantwortung/Responsibility: Be the Change - Discovering Consulting and Sustainability](#) -- Englisch -- [Hamschmidt Jost](#)

#### Course information

#### Course prerequisites

**Special Application Procedure:** Students must send their expression of interest (Motivation Statement: Why this course? What will you contribute? No longer than one page) and CV by September 12 via email to [be-the-change@unisg.ch](mailto:be-the-change@unisg.ch) with the email subject title "Be the Change".

#### Learning objectives

Upon successful completion of the course, students will have learned to:

1. ...understand environmental and societal trends as drivers for transformation in industries
2. ...analyze and interpret business models that promote biodiversity and sustainability
3. ...develop action competence by tackling real world case challenges through hands-on consulting projects
4. ...reflect on traditional business paradigms and about alternative approaches to holistic sustainable value-creation.
5. ...explore opportunities to integrate positive impact with traditional career paths.

#### Course content

This seminar aims to connect and train a new generation of future business leaders to think critically about personal and professional values and real-world business developments in the context of sustainability.

Students will gain hands-on consulting experience by working on teamchallenges of two mission-driven start-ups ([www.vatroex.com](http://www.vatroex.com); [www.koa-impact.com](http://www.koa-impact.com)) and engaging with experienced leaders from the field of sustainable entrepreneurship and consulting. The seminar is especially welcoming bachelor students with a strong interest in addressing critical sustainability challenges.

Participants will work in four teams on real business challenges. Each team will be supported by a member of Student Impact ([www.studentimpact.ch](http://www.studentimpact.ch)). Student Impact will expose participating students to state-of-the-art consulting techniques, and provide peer coaching throughout the process.

While working on the teamchallenges, students will also be exposed to entrepreneurs and alumni in the field of sustainable



business and sustainability consulting within reflective coaching sessions. Thus, students get a unique chance to explore the transformative potential of the consulting industry in the context of sustainability grand challenges. Throughout the seminar they will also learn about communities for aspiring purpose-driven leaders such as the global shapers.

In addition, the student teams will support and challenge each other through various peer feedback sessions.

## Course structure and indications of the learning and teaching design

The Seminar is built on course sessions and direct student interaction with the partner company. The course sessions will focus on:

- Introductory session on learning goals, guidance on reflective processes - Onboarding with partner companies, introduction of business challenges, and first introduction to consulting practices
- Development of project plan and concept within the team,
- Developing systemic solutions for complex challenges
- Sharing sessions and peer-feedback
- Expert-led inputs and feedback sessions (2h) during the semester
- Interim presentation
- Dry-run session for final presentation (supported by Student impact alumni)
- Final presentation with companies
- Course reflection

Contextual Studies are considered part of **Contact Learning**; thus, taking part properly implies **regular attendance**, be it online or in the classroom. In order to fully comply with the distance and hygiene rules applicable at the university, the course can be taught online or in smaller groups. It is the students' own responsibility to ensure that there is **no timetable clash** between the courses they have chosen. A detailed course outline and all relevant documents will be made available on **Studynet**. Only the current timetable as published on **Stundenplan online** does apply.

## Course literature

- Marquis, C. (2020): Better Business: How the B Corp Movement is Remaking Capitalism. New Haven: Yale University Press.
- Russo, M. (2010): Companies on a Mission: Entrepreneurial Strategies for Growing Sustainably, Responsibly, and Profitably. Stanford University Press
- Walls, Judith (2018): The power of one: Leadership and corporate sustainability. European Business Review
- Gartenberg, C. and Serafeim, G. (2019): 181 Top Ceos Have Realized Companies Need A Purpose Beyond Profit. [online] Harvard Business Review. Available at: <https://hbr.org/2019/08/181-top-ceos-have-realized-companies-need-a-purpose-beyond-profit> (accessed 25 August 2020)
- Kotler, P./Sarkar, C. (2020): Brand Activism - from Purpose to Action, Idea Bite Press ([www.activistbrands.com](http://www.activistbrands.com))
- Meyerson, D. (2003). Tempered radicals: How everyday leaders inspire change at work. Boston: Harvard Business School Press.
- Pedler M. (2016): Reginald Revans: The Pioneer of Action Learning. In: Szabla D., Pasmore W., Barnes M., Gipson A. (eds) The Palgrave Handbook of Organizational Change Thinkers. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-319-49820-1\\_20-1](https://doi.org/10.1007/978-3-319-49820-1_20-1)

## Additional course information

**In the case of the President's Board having to implement new directives due to the SARS-CoV-2 pandemic in AS2021, the course information listed above will be changed as follows:**

- The course is conducted online via zoom. The course will not be recorded.
- The lecturer informs via e-mail on the changed implementation modalities of the course.
- There are no changes necessary to the course information.

**The examination information listed below would be changed as follows:**

- The final presentation are conducted online and are being recorded.
- Further information would be communicated via email.



## 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) (30%)

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

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

##### Examination time and form

Decentral - examination paper written at home (individual) (40%)

Examination time: term time

##### Remark

Reflection Paper (min 12 000 characters)

##### Examination-aid rule

Term papers

Written work must be written without outside help according to the known citation standards, and a declaration of authorship must be attached, which is available as a template on the StudentWeb.

Documentation (quotations, bibliography, etc.) must be carried out universally and consistently according to the requirements of the chosen/specified citation standard such as e.g. APA or MLA.

The legal standard is recommended for legal work (cf. by way of example: FORSTMOSER, P., OGOREK R., SCHINDLER B., Juristisches Arbeiten: Eine Anleitung für Studierende (the latest edition in each case), or according to the recommendations of the Law School).

The reference sources of information (paraphrases, quotations, etc.) that has been taken over literally or in the sense of the original text must be integrated into the text in accordance with the requirements of the citation standard used. Informative and bibliographical notes must be included as footnotes (recommendations and standards e.g. in METZGER, C., Lern- und Arbeitsstrategien (latest edition)).

For all written work at the University of St.Gallen, the indication of page numbers is mandatory, regardless of the standard chosen. Where page numbers are missing in sources, the precise designation must be made differently: chapter or section title, section number, article, etc.

##### Supplementary aids

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##### Examination languages

Question language: English



Answer language: English

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

### Examination time and form

Decentral - examination paper written at home (in groups - all given the same grades) (30%)

Examination time: term time

### Remark

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### Examination-aid rule

Term papers

Written work must be written without outside help according to the known citation standards, and a declaration of authorship must be attached, which is available as a template on the StudentWeb.

Documentation (quotations, bibliography, etc.) must be carried out universally and consistently according to the requirements of the chosen/specified citation standard such as e.g. APA or MLA.

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### Supplementary aids

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### Examination languages

Question language: English

Answer language: English

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## Examination content

Students are evaluated during the seminar in group presentations accounting for 30% of their final grade. All students in the same group are attributed the same grade. The group presentations address the team challenges introduced by our partner companies.

-At the end of the semester, students have to hand in two written parts:

(i) an individual self-reflection paper (min. 12 000 characters) focusing on the learning journey throughout the seminar (40%).

(ii) a written report focussing on the solution to the company challenge presented by the partner company (30%).

## Examination relevant literature

There is no specific exam literature - different topics require the consideration of different literature titles presented during the course.



## 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 (CW51) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 42 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 34 (Thursday, 26 August 2021);
- Examination information (regulations on aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 18 October 2021);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 42 (Monday, 18 October 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 45 (Monday, 8 November 2021).