ISM UNIVERSITY OF MANAGEMENT AND ECONOMICS

SOCIAL AND SUSTAINABLE BUSINESS INNOVATION

Course code	*GRAB015*
Level of studies	*Graduate*
Number of credits	*6 ECTS*; *36 class hours, 124 hours of self-study, 2 hours of consultation*
Course coordinator (title and name)	
Prerequisites	*Undergraduate diploma*
Language of instruction	*English*

THE AIM OF THE COURSE

In today's rapidly evolving business landscape, companies are faced with pressing social and environmental issues as well as staying competitive and innovative. Too often these multiple goals are perceived as competing, but is it always the case? During this module students will be invited to explore business sustainability as a driving force for innovation and competitive advantage. This is an interdisciplinary module, applying a lense of Organisational Behaviour in order to better understand how indiviuduals and organisations behave, learn and create meaningful change. Duringh the module students learn and apply creativity and innovation methods and tools in order to deliver original solutions to address social and sustainable business challenges.

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. Understand key theoretical frameworks in workplace creativity and innovation applied in the context of sustainability.	Lectures,business case analysis, in-class tasks and self-study.	Group project.
CLO2. Think critically, analyse problems, understand, apply and develop concepts, synthesise different types of information, evaluate and make rationally argued judgements.	Lectures,business case analysis, in-class tasks and self-study.	Group project.
CLO3. Apply principles of design thinking as a problem solving method to solve sustainability challenges.	Team collaboration in class and an independent work.	Group project.
CLO4. Research a topic or problem, apply qualitative and quantitative methods to make evidence-based decisions.	Lectures, group work, discussion, individual study.	Group project.
CLO5. Communicate effectively: written and oral, as well as effective use of data, and new collaboration tools.	Team collaboration, in- class presentations.	Group project.
CLO6. Design thinking, creative problem solving, creative collaboration and presentation skills.	Lectures, team collaboration in class and field work.	Group project.

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	In-class hours	Readings
Introduction to the course. Setting the scene to social and sustainable business innovation, key themes and assessment.	4	Purvis, B., Mao, Y., & Robinson, D. (2019). Three pillars of sustainability: in search of conceptual origins. *Sustainability science*, *14*(3), 681-695.

Sustainability goals as a source of innovation. Part 1 Design thinking method applied to social and environmental challenges: challenge reframing, user research, solution generation, prototyping.	4	Lewis, M. W. (2000). Exploring paradox: Toward a more comprehensive guide. *Academy of Management review*, *25*(4), 760-776. Rosca, E., Reedy, J., & Bendul, J. C. (2018). Does frugal innovation enable sustainable development? A systematic literature review. *The European Journal of Development Research*, *30*(1), 136-157.
Sustainability goals as a source of innovation. Part 2. Design thinking method through the lense of social and environmental pilars: prototyping and presentations.	4	Leal Filho, W., Fritzen, B., Ruiz Vargas, V., Paço, A., Zhang, Q., Doni, F., ... & Wu, Y. J. (2021). Social innovation for sustainable development: assessing current trends. *International Journal of Sustainable Development & World Ecology*, 1-12. Mishra, D. R. (2017). Post-innovation CSR performance and firm value. *Journal of business ethics*, *140*(2), 285-306.
Sustainable design and product development: The concepts of essentiality and sustainability fitness, opportunities for innovation.	4	Breno Nunes, Roberto C. Alamino, David Bennett & Alexander Brem (10 Sep 2023): An introduction to product essentiality: conceptualisation and measurement, Technology Analysis & Strategic Management, Nunes, B., Alamino, R. C., Shaw, D., & Bennett, D. (2016). Modelling sustainability performance to achieve absolute reductions in socio-ecological systems. Journal of Cleaner Production, 132, 32-44.
Organisational Culture for social and sustainable business innovation: theory and practice.	4	Hogan, S. J., & Coote, L. V. (2014). Organizational culture, innovation, and performance: A test of Schein's model. *Journal of business research*, *67*(8), 1609-1621. Holmes, S., & Smart, P. (2009). Exploring open innovation practice in firm-nonprofit engagements: a corporate social responsibility perspective. *R&d Management*, *39*(4), 394-409.
Developing innovative capability of the firm to achieve sustainable goals: Theory and practice of workplace innovative behaviour.	4	Anderson., Potocnik, K. and Zhou, J. (2014). Prospective Commentary, and Guiding Framework Innovation and Creativity in Organizations: A State-of-the-Science Review. Journal of Management DOI: 10.1177/0149206314527128 Martinaityte, I., Sacramento, C., & Aryee, S. (2019). Delighting the customer: Creativity-oriented high-performance work systems, frontline employee creative performance, and customer satisfaction. *Journal of Management*, *45*(2), 728-751.
Sustainable Human Resources: driving high performance and wellbeing in organisations: mutual gains vs critical theoretical perspectives.	4	Jo, H., Aryee, S., Hsiung, H. H., & Guest, D. (2020). Fostering mutual gains: Explaining the influence of high-performance work systems and leadership on psychological health and service performance. Human Resource Management Journal, 30(2), 198-225. Kevin Daniels, Cigdem Gedikli, David Watson, Antonina Semkina & Oluwafunmilayo Vaughn (2017) Job design, employment practices and well-being: a systematic review of intervention

		studies, Ergonomics, 60:9, 1177-1196, DOI: 10.1080/00140139.2017.1303085
Group project presentations and assessment.	4	N/A
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	Total: 36 hours	

FINAL GRADE COMPOSITION

Type of assignment	Self-study hours	% of the total grade
Group project and presentation	100	80%
Sustainability challenge	24	20%
Total:	**124**	**100**

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

Assessment 1. Group project.

As a group, you will be asked to apply design thinking or other innovation method to come up with the business solutions to address the chosen challenge. The 'challenge' will differ from team to team, however, all challenges will be related to social or environmental sustainability.

You will be asked to deliver a 15 minutes presentation, with up to 12 slides taking the audience in more detail through each design thinking process. The ultimate aim is work towards hypothesis testing and present learning outcomes of your experiments or prototype testing.

　　　　Marking criteria:
- Originality and sustainability value of the design/solution presented (20% of the marks)
- Application of design thinking thinking and/or other innovation methods (40%)
- Application of at least one research backed framework or tool to your proposed idea (20%)
- Presentation skills: (15 % of the marks)
- Structure and Flow: (5 % of the marks)

Assessment 2. Thought leadership on sustainable and social innovation.

Students are encourage to experiment in their own sustainable ways of working and living. Sustainability challenge concept will be proposed in class. Marking criteria will be provided based on the points' system.

Note: Full details of the assessments will be introduced to students during the module introduction week.

RETAKE POLICY

In case of failing the module or due to exceptional circumstances the group assessment retake opportunity is available for the students in the form of an individual assignement. The assessment brief will be prodived to the students during the reassessment period.

ADDITIONAL REMARKS

Class Participation: It is expected that you will actively participate in class discussion, debates and other activities.

Assistance: Do not ever hesitate to request assistance with anything you do not understand.

Class Conduct/Professional Behavior: Students are expected to behave in a manner conducive to an educational setting in the classroom. Inappropriate behavior will result in the student being asked to leave the class. In addition, students contacting the public (including, but not limited to, research for your project) are expected to act in a professional manner – keeping appointments, dressing appropriately if personal interview, being respectful of the publics' time, etc.

Deadlines and Details: Meeting deadlines and taking care of details are of extreme importance. Therefore, for assignments that are not turned in on time a grade of "0" will be given.

REQUIRED READINGS

Purvis, B., Mao, Y., & Robinson, D. (2019). Three pillars of sustainability: in search of conceptual origins. *Sustainability science*, *14*(3), 681-695.

Breno Nunes, Roberto C. Alamino, David Bennett & Alexander Brem (10 Sep 2023): An introduction to product essentiality: conceptualisation and measurement, Technology Analysis & Strategic Management,

Nunes, B., Alamino, R. C., Shaw, D., & Bennett, D. (2016). Modelling sustainability performance to achieve absolute reductions in socio-ecological systems. Journal of Cleaner Production, 132, 32-44.

Lewis, M. W. (2000). Exploring paradox: Toward a more comprehensive guide. *Academy of Management review*, *25*(4), 760-776.

Rosca, E., Reedy, J., & Bendul, J. C. (2018). Does frugal innovation enable sustainable development? A systematic literature review. *The European Journal of Development Research*, *30*(1), 136-157.

Leal Filho, W., Fritzen, B., Ruiz Vargas, V., Paço, A., Zhang, Q., Doni, F., ... & Wu, Y. J. (2021). Social innovation for sustainable development: assessing current trends. *International Journal of Sustainable Development & World Ecology*, 1-12.

Mishra, D. R. (2017). Post-innovation CSR performance and firm value. *Journal of business ethics*, *140*(2), 285-306.

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Kevin Daniels, Cigdem Gedikli, David Watson, Antonina Semkina & Oluwafunmilayo Vaughn (2017) Job design, employment practices and well-being: a systematic review of intervention studies, Ergonomics, 60:9, 1177-1196, DOI: 10.1080/00140139.2017.1303085.

Anderson., Potocnik, K. and Zhou, J. (2014). Prospective Commentary, and Guiding Framework Innovation and Creativity in Organizations: A State-of-the-Science Review. Journal of Management DOI: 10.1177/0149206314527128

Holmes, S., & Smart, P. (2009). Exploring open innovation practice in firm-nonprofit engagements: a corporate social responsibility perspective. *R&d Management*, *39*(4), 394-409.

Martinaityte, I., Sacramento, C., & Aryee, S. (2019). Delighting the customer: Creativity-oriented high-performance work systems, frontline employee creative performance, and customer satisfaction. *Journal of Management*, *45*(2), 728-751.

Hogan, S. J., & Coote, L. V. (2014). Organizational culture, innovation, and performance: A test of Schein's model. *Journal of business research*, *67*(8), 1609-1621.

Unsworth, K. L., Dmitrieva, A., & Adriasola, E. (2013). Changing behaviour: Increasing the effectiveness of workplace interventions in creating pro-environmental behaviour change. *Journal of Organizational Behavior*, *34*(2), 211-229.

Unsworth, K. L., Davis, M. C., Russell, S. V., & Bretter, C. (2021). Employee green behaviour: How organizations can help the environment. *Current Opinion in Psychology*, *42*, 1-6.

ADDITIONAL READINGS

Various other related readings will be provided during the course on e-learning platform.