

DESIGN FOR SOCIAL AND SUSTAINABLE BUSINESS INNOVATION

Course code	<i>GRAB012</i>
Level of studies	<i>Graduate</i>
Number of credits	<i>6 ECTS; 36 class hours, 124 hours of self-study, 2 hours of consultation</i>
Course coordinator (title and name)	
Prerequisites	<i>Undergraduate diploma</i>
Language of instruction	<i>English</i>

THE AIM OF THE COURSE

In today's rapidly evolving business landscape, companies are faced with the dual challenge of addressing pressing social and environmental issues while staying competitive and innovative. "Design for Social and Sustainable Business Innovation" is a dynamic course that equips participants with the knowledge and tools to tackle these challenges head-on. This course provides a comprehensive exploration of how design thinking and sustainable practices can drive innovation, transform organizations, and create meaningful change.

General Course outline:

1. Introduction to the course, setting the scene
2. Different design methods as a problem solving method to solve sustainability challenges
3. Sustainability as a source of innovation
4. Developing innovative capability of the firm
5. Developing organisational culture towards sustainability
6. Designing desirable futures
7. Co-creation change: different forms of customer engagement
8. Creative change facilitator – effectively driving change projects
9. Group project pitching and presentations

DETAILED COURSE OUTLINE

Topic	Description	In-class hours
Introduction to the Course, Setting the Scene	<ul style="list-style-type: none"> ○ Get acquainted with the course objectives, structure, and expectations. ○ Explore the significance of design thinking and sustainability in modern business. ○ Identify key social and environmental challenges facing businesses today. 	4
Different Design Methods as a Problem-Solving Approach to Solve Sustainability Challenges	<ul style="list-style-type: none"> ○ Dive into various design thinking methodologies and frameworks. ○ Learn how to apply design methods to address sustainability-related problems. 	4

	<ul style="list-style-type: none"> ○ Engage in practical exercises to enhance problem-solving skills. 	
Sustainability as a Source of Innovation	<ul style="list-style-type: none"> ○ Discover how sustainability can be a driver of innovation and a competitive advantage. ○ Explore case studies of companies successfully integrating sustainability into their products and services. ○ Discuss the importance of aligning business goals with sustainable practices. 	4
Developing Innovative Capability of the Firm	<ul style="list-style-type: none"> ○ Explore strategies for fostering a culture of innovation within an organization. ○ Learn how to nurture creativity and entrepreneurship among team members. ○ Understand the role of leadership in promoting innovation. 	4
Developing Organizational Culture Towards Sustainability	<ul style="list-style-type: none"> ○ Examine the transformation of organizational culture towards sustainability. ○ Explore tools and techniques to embed sustainability values within an organization. ○ Discuss the benefits of a sustainability-focused culture 	4
Designing desirable futures	<ul style="list-style-type: none"> ○ Explore the concept of designing desirable futures and its importance in sustainable business innovation. ○ Investigate scenario planning and foresight techniques to envision and shape better futures. ○ Apply design thinking principles to create compelling visions for sustainable businesses. 	4
Co-Creating Change: Different Forms of Customer Engagement	<ul style="list-style-type: none"> ○ Investigate the concept of co-creation and its role in sustainable innovation. ○ Analyze various approaches to engage customers in the innovation process. ○ Explore real-world examples of co-creation initiatives. 	4
Creative Change Facilitator – Effectively Driving Change Projects	<ul style="list-style-type: none"> ○ Develop skills to lead change projects that promote sustainability. ○ Study change management models and best practices. ○ Understand the challenges and opportunities in driving sustainable change. 	4
Group Project Pitching and Presentations	<ul style="list-style-type: none"> ○ Collaborate with classmates on a group project focused on sustainable innovation. ○ Pitch your project idea to the class and receive feedback. 	4

	o Enhance presentation and persuasion skills.	
		Total: 36 hours

FINAL GRADE COMPOSITION

Type of assignment	Self-study hours	% of the total grade
Group project and presentation	48	40%
Individual coursework	62	50%
Though leadership portfolio	14	10%
Total:	124	100

SELECTED READINGS

- Body J., Terrey N., Tergas L., (2010) "Design Facilitation as an Emerging Design Skill: A Practical Approach," in DTRS8: Interpreting Design Thinking, ed. Kees Dorst et al. (Sydney: DAB Documents, 2010), 61–70;
- Dell'Era C, Magistretti S, Cautela C, Verganti R, Zurlo F. (2020) Four kinds of design thinking: From ideating to making, engaging, and criticizing. *Creativity and Innovation Management*, Vol. 29, p. 324–344. <https://doi.org/10.1111/caim.12353>
- Lewis, M. W. (2000). Exploring paradox: Toward a more comprehensive guide. *Academy of Management review*, 25(4), 760-776.
- 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.
- 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.
- 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.
- Purvis, B., Mao, Y., & Robinson, D. (2019). Three pillars of sustainability: in search of conceptual origins. *Sustainability science*, 14(3), 681-695.
- Starostka, J., Evald, M. R., Clarke, A. H., & Hansen, P. R. (2021). Taxonomy of design thinking facilitation. *Creativity and Innovation Management*, 1–9. <https://doi.org/10.1111/caim.12451>
- 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

1. Various other related readings will be provided during the course