

Course Descriptions Master 2021-2022

Course Title Sustainable Business Innovation
Course Code SSP5021
ECTS Credits 5,0
Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
2	25-10-2021	10-12-2021		X		X	

Level Intermediate
Coordinator Nancy Bocken, Clarence Bluntz For more information: nancy.bocken@maastrichtuniversity.nl; c.bluntz@maastrichtuniversity.nl

Language of instruction English

Goals
Students who complete this module successfully will be able to:
* Demonstrate an advanced understanding of relevant concepts related to the field of sustainable innovation as well as the role of different business functions. (Knowledgeable and aware)
* Critically reflect on the business responses (Analytical thinker)
* Actively participate in discussions of business functions for sustainability based on scholarly literature and leadership responses. (Effective Communicator)
* Develop a sustainable business innovation case taking into account multiple business functions perspectives (Innovator, Effective Communicator)

Description
This module will introduce students to theories and advanced functions of business and topics such as supply chain management, sustainable finance and environmental psychology. It reviews the core functions of business, such as R&D, production, supply chain management, marketing, and finance, and the leading sustainability responses. It features topics like environmental psychology as a lever to transform marketing for sustainability, and topics like sustainable supply chain management and sustainable finance. In this way, it explores how companies at the forefront of sustainability have transformed their business for sustainability and what leadership approaches might look like. Following a case study approach, this module discusses in depth the spectrum of sustainable innovations from a business perspective, with innovation at the technology, product, business model, value chain and systemic ecosystem level. It focuses on strategic responses by business to implement innovations at the different levels, with a different business function and key sustainability innovation considered each week. Recent developments such as the Circular and Sharing Economy will also be spotlighted.

Literature

Prerequisites Introduction to Sustainable Business (SSP5011)

Keywords

Teaching methods PBL / Lecture

Assessment methods

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation
Master Sustainable Business: Leadership, Innovation and Management Compulsory Course(s)