SYLLABUS

course description

Course title	**Business Practice for Design & Eco-Social Innovation Area: Seminar 3**
Course code	**96118** and 96026
Scientific sector	-
Degree	**Master in Eco-Social Design (LM-12)**
Semester	**2nd**
Year	**1st and 2nd**
Credits	**2**
Modular	**No**
Lecturer	**Günther Reifer** **https://www.unibz.it/en/faculties/design-art/academic-staff/person/1081-guenther-reifer**
Scientific sector of the lecturer	**-**
Teaching language	**English**
Teaching assistant (if any)	-
Office hours	**6**
Teaching language	**English**
Total lecturing hours	**18**
Total hours of self-study and/or other individual educational activities	**32**
Attendance	**mandatory**
Prerequisites	**-**
Course page	-

Course description

In this Workshop, 3-days course we will focus on a new thinking approach on how to do business. Based on a systemic approach and the Terra Institute principles, we will design the "company 3.0" where people, planet, purpose and prosperity are key issues. We will learn how ideas can be translated into real business cases and attract possible partners and investors.

Educational objectives

Students will be able to:
- Think in business opportunities and translate them in real business cases
- Understand how a systemic perspective changes the way in which we conceive business
- Understand how societal megatrends and the concept of sustainability are intimately intertwined with business and how truly sustainable companies can be designed and developed
- Develop a vision / mission characterized by a real purpose to attract potential employees, customers, partners and investors
- Use the Business Model Canvas to describe a business case and will learn how to translate it into a business plan

Knowledge will be acquired in the following fields:
- Strategic management
- Systemic thinking
- Terra Institute principles
- Business Model CANVAS
- Business plan

List of topics covered
- Global challenges and Megatrends
- Terra Institute Principles and framework
- Purpose: Systemic Vision / Mission
- Business Model Canvas and Business Plan
- Examples – People / Planet / Prosperity
- Outlook

Teaching format
- Frontal lectures
- Exercises with real-life cases

Learning outcomes
This course is a combination of frontal lectures and team-based exercises. It teaches what lies at the heart of a new thinking approach on how to do business and it conveys ways in which an idea can be translated into a real business case. The course includes advanced thinking for sustainable management, leadership, systemic thinking and shows a lot of examples on how new companies can be designed and developed. Throughout the course, students are challenged to think in a new context where people, planet and prosperity constitute the basis of doing business.

Knowledge and understanding
Business practice and Marketing 3.0

Applying knowledge and understanding
Using tools as Business Model Canvas, spiral dynamic and business planning

Making judgments
Ability to estimate and develop social impact business

Communication skills
Purpose driven storytelling, inspiring people

Learning skills
Creativity, motivation and call to action

Assessment
Carrying out a real-life project using adopting a holistic business approach and perspective. Relevant products or outcomes developed in the course will become part of The Transfolder (to be submitted with the exam of the English course).
Assessment language: English

Evaluation criteria and criteria for awarding marks
- Active participation
- Creativity
- Personal reflection

Required readings
No required readings

Supplementary readings
- Sustainable Companies; E. Oberleiter, G. Reifer, H.-U. Streit
- Leading from the Emerging Future: From Ego-System to Eco-System Economies; Otto Scharmer
- Doughnut Economics; Kate Raworth