



## COURSE SYLLABUS

# Sustainability for SME practitioners, 3 credits

*Omställningskraft för hållbarhet i SMEs, 3 högskolepoäng*

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<b>Course Code:</b> JSMG11	<b>Education Cycle:</b> First-cycle level
<b>Confirmed by:</b> Council for Undergraduate and Masters Education May 10, 2021	<b>Disciplinary domain:</b> Social sciences
<b>Revised by:</b> Council for Undergraduate and Masters Education Feb 2, 2024	<b>Subject group:</b> FE1
<b>Valid From:</b> Aug 19, 2024	<b>Specialised in:</b> G1N
<b>Version:</b> 2	<b>Main field of study:</b> Business Administration

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### Intended Learning Outcomes (ILO)

On completion of the course the students will be able to:

Knowledge and understanding

1. Understand how the global and Swedish context of sustainability challenges is relevant to local and regional SMEs in the region of Jönköping
2. Understand opportunities to contribute to a regenerative economy
3. Develop knowledge and understanding on how to effectively transform organizations and to engage multi-stakeholders in the process of transformation

Skills and abilities

4. Develop the skills to utilize relevant tools for change towards sustainability within their organization
5. Develop communication skills relevant to sharing the organization's sustainability story
6. Identify sustainability and innovation-related practical challenges
7. Provide suggestions for overcoming identified challenges

Judgement and approach

8. Use tools to contribute to sustainability transitioning at the organization level
9. Craft their own 'sustainability mindset' through reflection and action

### Contents

This course aims to equip practitioners working in small and medium-sized companies and other organizations in Sweden with an introduction to relevant topics of sustainability and to then facilitate their application of these insights to their organization's practical reality.

This course is designed to enable practitioners to gain an understanding of sustainability issues relevant for SMEs mainly in the region of Jönköping by gaining insights as well as hands-on tips and tools as to how to effectively transform their organizations to become more sustainable. The different sessions in this program are designed to equip owners and managers of SMEs with the knowledge and tools necessary in creating real sustainability actions in their organizations.

Participants will gain the skills needed to navigate their organizations through the complexity

and urgency triggered by regional, national and global environmental and soci(et)al challenges. The course will also highlight opportunities to contribute to a regenerative economy and manage SMEs towards increased sustainability.

The certificate course, through informative and practical sessions, is designed to empower and equip owners and managers of SMEs to move their organizations forward in their sustainability actions and future planning. Sessions will cover topics such as, but not limited to, an introduction to sustainability, tools for sustainable business such as canvas, sustainable economic and business models, innovation for sustainability, sustainability reporting, and communication.

The 3 credit course on *Sustainability for SME practitioners* is developed around modules that build together to form a practically relevant certificate course.

### **Connection to Research and Practice**

This course is designed and delivered by the Media, Management and Transformation Centre (MMTC) at JIBS. Research at MMTC focuses on how the driving forces of sustainability, digitalization and globalization impact business and industry transformation and aims at producing insights of high relevance to practice. These insights are translated into this course, in which JIBS faculty will share their expertise about regional SMEs, social innovation and inclusion, environmental degradation and the urgency of creating change so that Agenda 2030 can be achieved. In partnership with Region Jönköping, Science Park and other experts we will explore through hands-on sessions fruitful ways for participating SMEs to engage in the challenges and opportunities of sustainability.

### **Type of instruction**

Each of the 10 modules will be delivered as a face-to-face workshop which will include short lectures, seminars, small group discussions, as well as coaching. Keynote speakers will be invited, and guest lectures will be organized. The teaching and coaching is conducted in Swedish. To facilitate a high level of interaction and networking among participants, the sessions will take place at JIBS. In case of continuing Covid-19 restrictions, sessions might be moved online.

The sessions are based on a highly interactive format and aimed at allowing participants to apply the insights gained to the own organizational setting. Each module typically takes 4 hours. In order to receive the 3 ECTS credits and a certificate, participants will complete assignments in which they practically work with tools learned during the modules applying them to their own organizational setting.

The teaching is normally conducted in Swedish, but can occasionally be in English.

### **Prerequisites**

General entry requirements and proof of current employment or own business.

### **Examination and grades**

The course is graded Fail (U) or Pass (G).

Active participation in workshops and group discussions (ILOs: 1-2) representing 1 credit  
 Individual project work (ILOs: 3-9) representing 2 credits

Registration of examination:

Name of the Test	Value	Grading
Active participation in workshops and group discussions <sup>1</sup>	1 credit	U/G
Individual project work <sup>1</sup>	2 credits	U/G

<sup>1</sup> In order to pass the course, participants need to actively participate in and complete the respective project tasks of at least six modules.

### Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. There must be course evaluators identified among the students. The evaluation is carried out continuously as well as at the end of the course, through a survey. After the course the course Examiner meets with student evaluators to discuss the survey results and possible improvements. A summary report is also created. The report is followed up by program directors and discussed with faculty and relevant others (e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean, or Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

### Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

### Course literature

A reading list will be supplied at the course introduction. The readings will be adequate for non-academically trained practitioners.