



COURSE INFORMATION

Division:

Term/period: Period 5

Instructor: Moura Quayle & James Tansey

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Phone:

Phone:

Office hours:

Office hours:

Section number:

Class meeting times: 8:30-4:30pm

Course duration: May 27-30, 2013

Classroom location: Henry Angus 098 +
breakout rooms in HA

COURSE DESCRIPTION: *Business in Society*

The main theme behind Business in Society is to provide our MBA students with a broad context for doing business in British Columbia (and Canada) through exposure to external stakeholders, including government and civil society.

This means connecting to and with various levels of government, especially municipal and provincial, as well as civil society, and perhaps media, to develop awareness and sensitivities to the context for doing business. It is also an opportunity to pull together the experiences of using design and thinking strategies throughout the program into an intensive one-week studio experience.

As the business environment becomes more unpredictable, organizations will demand leaders who are capable of making the most of the opportunity. Leadership will increasingly mean being comfortable managing and motivating diverse teams of creative people. Truly innovative, disruptive technologies and processes will be needed to address the world's problems. The Integration Week will challenge teams of students to deliver real-world solutions that create economic, social, and environmental value.

COURSE GOALS

1. Provide students with a broad context for doing business in British Columbia (and Canada) through exposure to external stakeholders, including government and civil society;
2. Develop awareness and sensitivities to this context by connecting to and with various levels of government as well as civil society and the media; and,
3. Integrate these experiences through the use of thinking strategies and strategic design in an intensive one-week studio learning experience, including building the e-portfolio.

LEARNING OBJECTIVES

Students will be able to:

- Analyze the context of business from a government and civil society perspective;
- Evaluate government policies and practices that affect the business environment;
- Develop their skills in facilitation and running a meeting;



- Apply design and thinking strategies to challenging societal issues in workshop/studio settings through charrettes that focus on some specific aspect of the thinking/decision making process including producing artefacts for their e-portfolio.

ASSESSMENT

Journal Reflections:	25%(individual)
Innovation Challenge Team Project Process/Artefacts:	50% (team)
Report on Readings (1000words):	25% (individual)
	100%

SUBMISSION INFORMATION

Students should submit assignments via Connect.

DETAILS

Learning Objectives	Assessment Strategy	Assessment Details
<i>Students will be able to...</i> 1. Analyze the context of business from a government and civil society perspective; 2. Evaluate government policies and practices that affect the business environment; 3. Develop their skills in facilitation and running a meeting; 4. Apply design and thinking strategies learned through the program to challenging societal issues in workshop/studio settings through charrettes that focus on some specific aspect of the thinking/decision making process.	Journal Reflections [1000 words on the experience of the Business in Society Week & strategic thinking processes]	<ul style="list-style-type: none"> • LO#1, 4 Quality of reflection
	Team Project Process/Artefact [could be business canvas, powerpoint, prezi, report]	<ul style="list-style-type: none"> • LO#1,2,3,4 See assessment rubric attached to assignment.
	Report on Readings: synthesizing what are key learnings for you in readings (1000 words) – or a mind-map with comments.	<ul style="list-style-type: none"> • LO# 1,2
NOTE: assignments should be recorded in e-portfolio.		



COURSE RESOURCES AND MATERIALS

Required Reading Materials:

STRATEGIC DESIGN

UK Design Council. *A study of the design process - The Double Diamond*. (2005)

http://www.designcouncil.org.uk/documents/documents/publications/eleven%20lessons/elevenlessons_design_council.pdf

Brown, Tim. (2008). *Design thinking*. Harvard Business Review. 86(6), pp. 84-92.

<http://www.unusualeading.com/wp-content/uploads/2009/12/HBR-on-Design-Thinking.pdf>

Martin, R. (2009). *The Design of Business: why design thinking is the next competitive advantage*. Chapter 1: The Knowledge Funnel: How Discovery Takes Shape. Pp. 1-31. Harvard Business Press.

<http://www.youtube.com/watch?v=ZTgVYjp98Zk>

Recommended Reading Materials:

Beckman, Sara L. and Michael Barry. (2007). *Innovation as a Learning process: Embedding Design Thinking*. California Management Review Vol 50. No.1.

<http://epic.hpi.uni-potsdam.de/pub/Home/TrendsAndConceptsII2007/InnovationAsLearningProcess.pdf>

Boyer, Brian, Justin W. Cook & Marco Steinberg (2012). *In Studio: Recipes for Systemic Change*. Helsinki Design Lab powered by Sitra. <http://helsinkidesignlab.org/instudio/> Sample parts that interest you.

Kelley, Tom (2005). *The Ten Faces of Innovation: Ideo's Strategies for Beating the Devil's Advocate & Driving Creativity throughout Your Organization*. Introduction: Pp 1-15. Doubleday.

<http://www.tenfacesofinnovation.com/tenfaces/index.htm>

Pink, Daniel. (2005) *A Whole New Mind: Why Right-Brainers Will Rule the World*. Chapter 4: Design, pp. 68-99. Riverhead Books.

<http://204.200.153.100/ebeling/AlignmentForumReviewOfPink.pdf>

SUSTAINABILITY/RESPONSIBLE BUSINESS

James?

Other Learning Resources:

http://guides.library.ubc.ca/thinking_strategies

Technology Requirements: Lap-top.

Activity Fees: No fee.



DRAFT SCHEDULE

Monday May 27

Morning Provincial & Local Government Perspectives

Afternoon Innovation Team Challenge Begins

Tuesday May 28

Morning First Nations

Afternoon Innovation Challenge Team work continues

Wednesday May 29

Morning First Nations/Social Innovation

Afternoon Innovation Challenge Team work continues

Thursday May 30

Morning Innovation Challenge Team work continues

Afternoon Final Innovation Challenge Presentations

COURSE AND INSTITUTIONAL POLICIES

Business in Society week as studio

The Innovation Challenge will be focused on studio learning – very opportunity/problem centred. Studio learning requires a different set of norms, values and expectations.

Hard work . . . *Effective studio learning depends on integration of an unusually complex and demanding repertoire of intellectual, creative and communication skills. These include problem definition skills, observation skills, research skills, critical thinking skills, form making skills, drawing skills, digital media skills, model-making skills, writing skills, speaking skills . . .*

Engagement and commitment matters *Faculty and fellow students expect an intense commitment to the Innovation Challenge; take full advantage of opportunities to teach, and learn from, each other.*

Collaboration matters *Activities are explicitly collaborative. We will also have collaborators outside the studio (professionals, client contacts, for example) who may, from time to time, be called upon to share work and resources with us as well and vice versa.*

Process informs product *Design is a verb as well as a noun – ways of thinking and working as well as proposals for products and services. Accordingly, the evaluation metrics of the Business in Society Week are based on evidence of effective process, as well as quality products.*

Time is precious *The ideas and work you present (formally or informally) should **always** be as well-thought, well-crafted and convincingly presented with care, skill and discipline as you can – the very best ideas, words, drawings models or diagrams that you can achieve with the time and resources available.*

ASSESSMENT RUBRICS

Assessment rubrics will be provided with the assignments at the start of the Business in Society Week.