

COMPONENT DESCRIPTION – BD2

PROGRAMME

3-Year Enterprising Leadership Programme

COMPONENT

Business Design 2– Value & Innovation

SEMESTER

Semester 3 “OUTPOST”

DOMAIN

Business Design

DESCRIPTION

The component will place the domain in a different contextual setting than the student is familiar with. It presents, discusses and investigates two major areas—trends, tendencies, and globalisation—through the lenses of sustainable business. As such, it is an exploration into what happens in the world related to new challenges and needs, and how to contribute to value creation and innovation. The student will gain knowledge and experience with new ventures and industries, and the changing local/global marketplace by working in partnership with local partners.

DURATION

7 weeks

ECTS

10

PREREQUISITES

Semester 2

LEARNING OUTCOMES

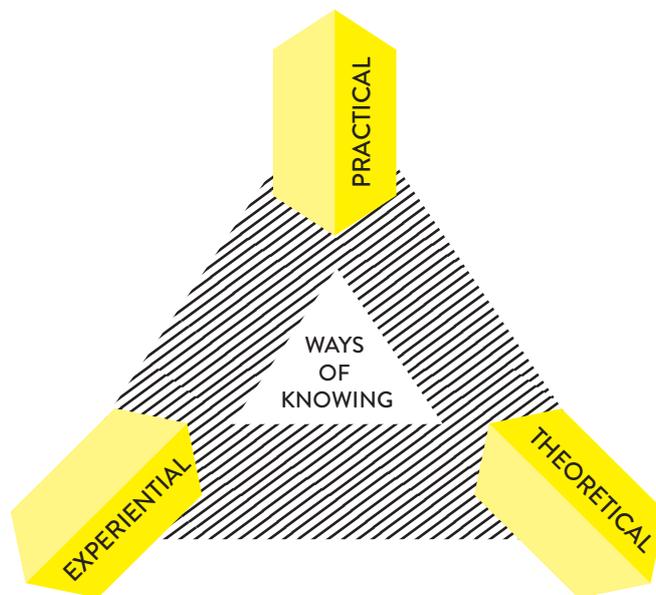
- The students will learn to work in partnership constellations with a variety of local partners
- The students will gain ability to create business orientated and sustainable value and impact in a new and unfamiliar context
- The students will gain ability to develop collaboration agreements in a cross-cultural setting

- The students will learn the fundamental of setting up a social lab: from challenge identification to establishing pre-conditions.
- The students will learn to work with rapid prototyping and innovation, including business concepts
- The students will do an exploration of their enterprising mindset: focusing on opportunity identification and execution

LEARNING & TEACHING STRATEGY

The learning process that the students carry out in their work and assignments is called Creative Inquiry. It is a process that is intended to be holistic, that involves exploration, creation and reflection and includes three ways of knowing and learning:

- Conceptual and theoretical knowledge
- Methodological and practical knowledge
- Phenomenological and experiential knowledge



The component is organised around the team's multiple assignments, with particular focus partner-projects. The students will explore through partnership-projects, lectures, self-study and guidance in the new context. The component are integrated with the next component; PD2.

MARKING CRITERIA & ASSESSMENT

All partnership-projects must be clarified and approved with a collaboration agreement, including goals and outcomes of the project; plans for preject, project plans and group constellation and alignment, methods and use of theory.

All partnership-projects must be completed, including evaluation, in the end of the outpost period (a specific date according to the outpost plan).

Each partner-project must hand in a written report for the group exam.

In combination with next component; PD2 and parts of ELP3 the students learning and work will be evaluated by a pass/fail exam by internal and local external censors.

REALISATION

Lecture, workshops, presentations, evaluations, and guidance: 30 hours

Partnership-projects and organisational work in all phases: 150 hours

Self-study, reading, research, and individual assignments: 55 hours

Community work, and socially and professionally related study activities: 40 hours

The students will at the same time be working with different responsibilities and assignments in their project-based-learning organization.

COMPULSORY READING

- The Social Labs Fieldbook: A Practical Guide to Solving Our Most Complex Challenges, by Mia Eisenstadt, Zaid Hassan & Contributors. Download here: <https://social-labs.org/fieldbook/>
- The Regenerative Organisation, by Carol Sanford (2017)
- Images of Organisation, by Gareth Morgan (1996 edition) - Intro, Chapters 1-3 ISBN-10: 0761906347 - ISBN-13: 978-0761906346

The programme builds on the notion of students taking responsibility for their own learning, thus the students are expected to actively find reading and learning material, that suits their individual learning style for the indicative reading/learning materials.