Subject Description Form

Subject Code	MM4361
Subject Title	Social Innovation: Achieving Sustainable Development Goals through Business
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	**Pre-requisite:** MM2021 Management & Organization or equivalent
Objectives	This subject aims to train students a mindset and process that they can use to tackle some of the world's most pressing issues. It is built on three pillars: (1) Concepts that are tested by research in psychology, sociology, management, and other relevant disciplines; (2) The wealth of information and data collected with respect to United Nations Sustainable Development Goals; and (3) Living examples of good practices among business and social enterprises around the world. Students will learn about the major social issues the world is facing, as well as the process through which they can attempt to tackle some of these issues. Through the subject, students will discover some of the best practices around the world, and have the chance to formulate an actionable plan of their own.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: a) Demonstrate a global outlook and understand cultural diversity, globalization and the implications for business **(BBA Outcome 2a)**; b) Apply creative thinking in the business setting **(BBA Outcome 3a & b)**; c) Adopt an entrepreneurial perspective, identifying and evaluating business opportunities as they arise;
Subject Synopsis/ Indicative Syllabus	The subject follows a project-based format. Students will learn about the **United Nations Sustainable Development Goals** and related targets, as well as where the world stands in the moment. Following that, students will be guided through an innovation journey, starting from the **defining** of the social issue they wish to tackle, **discovering** the state of the problems, **learning** about the best practices, **dreaming** about the ideal, **designing** the business and execution plans, **prototyping and pitching** the ideas, and getting ready to **deliver** the plans in order to make positive social impact. Throughout the journey, they will interact and learn from those who have done well in delivering social innovations around the world.
Teaching/Learning Methodology	The backbone of the subject will be one mini-project and one major project. Students will form teams and identify social issues on which they plan to focus. The mini-project will involve the evaluation of the state of the issue, as well as discovering good examples from around the world involved in the issue. The project will prepare students, if they wish, to participate in the AIM2Flourish initiative, which is supported by UN Principles for Responsible Management

	Education (UN PRME) and Globally Responsible Leadership Initiative (GRLI). The Faculty of Business is a signatory to both UN PRME and GRLI. The major project will be a proposal of a social innovation project. The second half of the subject will be devoted to the development of the proposals. Teams will involve in guided brainstorming, debates, reflection, and refinement of their proposals. To facilitate learning across teams, students will reflect on projects that are not theirs and provide feedbacks. The subject is deliberately designed to be in a largely flipped classroom format, with heavy emphasis on supervised independent study outside the classroom, as well as intensive discussion and sharing sessions inside the classroom.	

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)		
		a	b	c
1. Mini-Project (Group) on Good Practices	20	√		√
2. Social Innovation Proposal (Group)	35	√	√	√
3. Individual Reflection on Mini-Projects	15	√	√	
4. Individual Reflection on Innovation Journey	20	√		√
5. Individual Confidential Peer Appraisal	10	√	√	√
Total	100 %			

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

1. Through the mini-project, students work as a group to explore a diverse set of issues around the world, thereby identifying what has been done and opportunities for further innovation and improvement;

2. Through the social innovation proposal, students work as a group to consider global issues, local contexts and challenges, and come up with innovative solutions that can make positive social impacts with good business sense;

3. Through the individual reflection on others' mini-projects, students understand global issues that they may not have considered before. The feedback that they provide through the reflection will be an opportunity for them to express their creativity;

4. Through the individual reflection on their own innovation journey, students will once again consider their role as change agents in a world with global social goals to tackle. They will also come to evaluate their

	own innovation proposals and reflect on opportunities to execute these proposals. 5. As there are two group projects, peer evaluation of individual contribution is implemented.	
Student Study Effort Expected	Class contact:	
	▪ In-class Seminars and Discussion Sessions	39 Hrs.
	Other student study effort:	
	▪ Preparation for Discussion	20 Hrs.
	▪ Preparation for Projects	60 Hrs.
	Total student study effort	119 Hrs.
Reading List and References	Sustainable Development Goals Report 2017. United Nations. Sustainable Development Goals: 17 Goals to Transform the World. United Nations. Appreciative Inquiry Commons. Case Western Reserve University. Selected articles from journals including: *Academy of Management Journal* *Academy of Management Review* *Journal of Personality and Social Psychology* *The Journal of Positive Psychology* *The Journal of Applied Behavioral Psychology* *Human Relations*	