TT-BMI Elective @ IBM – FS23

Sustainable Business Model Innovation
Driving sustainability with SMEs

Does putting your skills, ideas, and values into action excite you?
Are you motivated to drive impact in close collaboration with companies?
Are you keen to learn with and from other motivated and talented students?

This elective provides first-hand insights into the world of business model innovation for sustainability. Participants will have a unique opportunity to let their imagination and creativity run free to tackle real-life business model challenges in collaboration with students from different backgrounds and disciplines. Classes are interactive, follow a design-based approach and teams will be supported by coaches from academia and the business world. Participants will develop the skills they need to make an impact for sustainability.

This elective is designed and conducted in close cooperation with a company.

Target Group	Students from the trinational bachelor's in international business management as well as other study programs! Diversity is encouraged for enhanced ideas and learning. Students who are passionate about making an impact for sustainability. Students who want to understand how sustainability can be integrated into the way business is done. It is not necessary to already have deep knowledge of business models or sustainability. Interest in the topic is crucial. The elective is limited to 30 participants. (Minimum size for implementation is 15 students). Participants need to be fluent in English (advanced level: European levels B2 written/C1 oral). No formal document/proof needed.
Dates **Place**	Full day workshops from 8:30 to 17:00 on **2-3 May & 6-7 June 2023**, and self-organized group work between these dates. Campus Basel and/or participating organization
Goals	Students - Can systematically evaluate strengths and weaknesses of existing business models. - Can understand how sustainability can be integrated into the different elements of a business model. - Can apply different methods, tools, and innovative techniques to create and evaluate ideas and sustainable business model innovations. - Can convincingly present the developed sustainable business model innovations both visually and orally and explain the potential and risks to the management of the company.
Program	Over the course of the elective, participants will work in mixed groups. Each team will innovate to tackle the business model challenges of the company. The program follows a design-based approach, which will include the following phases: - **Understand:** Uncover and understand the context and the challenge. Pre-frame your design challenge and next steps. - **Discover:** Dig deeper to empathise and understand stakeholder needs and impacts. Define Point of View. - **Generate:** Generate ideas, turn insights into potential sustainable business model innovation. Narrow down to the most promising idea to prototype. - **Make:** Prototype the sustainable business model innovation idea by looking at the whole business model ecosystem and determine impacts. Further develop the sustainable business model. - **Validate:** Evaluate the sustainable business model innovation with checklists and gathering feedback. Then refine and present to the case holder.

ECTS	The elective gives 3 ECTS. Active participation during all workshops is required to receive credits and grades, including a group presentation of 30 minutes.
Lecturers	Prof. Dr. Michael von Kutzschenbach, michael.vonkutzschenbach@fhnw.ch Prof. Dr. Rolf Meyer, rolf.meyer@fhnw.ch Ananda Wyss, ananda.wyss@fhnw.ch Representatives from participating companies.
Language	English
Registration	IBM students register via their registration tool/office. Students from other study programs can register via www.tt-bmi.ch. The number of places is limited.

This Summer School is held as part of the project TT-BMI - Think Tank Business Model Innovation. For more information visit www.TT-BMI.ch