

EMBA-2224-516-Sustainability and Innovation Lab		
Name of lecturer(s) & Email Bruno VAN POTTELSBERGHE brunovanpottelsberghe@ulb.be	Level, Status, Timing Level 2 Compulsory Between 07-09-23 and 16-12-23	ECTS, CH & HW/GW*, Online 6 40 & 136 4
Description of the course unit The Lab is the first extensive practical group work performed by Executive MBA learners, with the aim of contributing to their corporate or socio-economic environment, via a problem-based learning approach. Students will learn and apply several tools aiming at better understanding sustainability challenges, and designing innovative real life solutions for companies. Framing the broad corporate context, suggesting solutions, measuring their operational and financial consequences. This lab is developed with a core focus on sustainability and innovation and uses interactive (group, peer) learning pedagogies. The final presentation will be evaluated by a panel of experts from industry and academia. Evaluation criteria will include the ability to integrate different courses or disciplines (accounting, strategy, finance, ...), demonstration of a critical thinking approach, communication skills, and effective contribution to SDGs.		
Course unit Chapters <ul style="list-style-type: none"> • Introduction to sustainability (definition, context, systemic understanding, articulations of SD) • Introduction to critical thinking, science-based analysis and data-based evidence retrieval • Implementation of a five layered approach (context, stakeholders, facts, 3Psynthesis, policy) • Critical analysis of corporate sustainability reporting 		
Learning outcomes of the course unit <ol style="list-style-type: none"> 1. Understand and describe a corporate sustainability challenge 2. Work in group to identify potential solutions, their strengths and weaknesses 3. Find and use information and knowledge in new or unfamiliar situations 4. Rely on different skills and knowledge to develop a reasoned solution with practical purposes and assess its sustainability 5. Present and defend your recommendations 		
Teaching Methods Interactive Lectures, Experiential Learning, Problem-based learning, Project-based learning	Learning Activities Asynchronous lectures/video before the course, Group work during the course, presentations during the course, final individual project	
Contribution to Programme Learning Objectives (PLOs) <ul style="list-style-type: none"> • Learning Objective 11: Mastery • Learning Objective 12: Mastery • Learning Objective 21: Reinforcement • Learning Objective 22: Mastery • Learning Objective 31: Mastery • Learning Objective 32: Reinforcement 	Assessment methodology / Students Use of Time and Load Group assignment <ul style="list-style-type: none"> • weight 100% • workload estimated = 120 hours • due 16-12-23 	
Evaluation scale 0-20		
Contribution to the Sustainable Development Initiative The lifelong learners will focus on UN SDG goals when searching for innovative solutions for their own company/employer		
Asynchronous Learning Material (Coursera) Please use the materials available in Canvas.		
Readings Required Please use the materials available in Canvas. Recommended Please use the materials available in Canvas.		

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking your Front Office Portal hosted on Canvas.

*CH - Contact Hours, HW - Homework, GW - Group Work

** Learning Objectives are available in the [Lifelong Learner's Handbook](#)