



COURSE SYLLABUS

Organizing for Profit and Purpose, 7.5 credits

Organizing for Profit and Purpose, 7,5 högskolepoäng

Course Code:	JOPK17	Education Cycle:	First-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Mar 6, 2017	Disciplinary domain:	Social sciences
Valid From:	Aug 21, 2017	Subject group:	FE1
Version:	1	Specialised in:	G1F
Reg number:	IHH 2017/1186-313	Main field of study:	Business Administration

Intended Learning Outcomes (ILO)

On completion of the course, the students will be able to:

Knowledge and understanding

1. explain theories, concepts and models that focus on the spectrum of organizational purposes and how they motivate stakeholders.
2. explain theories, concepts and models that focus on organizing processes to engage stakeholders.

Skills and abilities

3. identify and apply key motivational systems and processes for organizing socially, ecologically and economically sustainable enterprises, NGOs and public-sector companies,
4. develop strategies for integrating broad purpose driven organizing, motivating and communicating methods into more traditional profit driven methods.

Judgement and approach

5. analyze the contextual driving forces influencing processes for organizing socially, ecologically and economically sustainable enterprises, NGOs and public-sector companies,
6. analyze the feasibility of collaborations, networks, partnerships and joint ventures for socially and ecologically sustainable enterprises, NGOs and public-sector companies.

Contents

This course presents a spectrum of theories, concepts and models in the fields of business administration that broaden students' understanding of organizational purpose. The course looks at purpose, motivation and stakeholder engagement from beyond a profit-driven view and includes social, ecological and economical perspectives on what drives human organizing activity. The course provides frameworks to initiate, coordinate and manage organizing processes aiming to develop business models, partnerships, and/or joint ventures to eliminate poverty, inequalities and/or ecological deterioration.

The content reflects the variety of purposes that motivate people in the organizing of socially,

ecologically and economically sustainable enterprises including:

- organizing as an outcome of institutional logics for sustainability such as a purpose-driven logic, a business-driven logic (including a share-holder driven logic, a profit-driven logic) and a hybrid-driven logic,
- organizing as an outcome of a sensemaking process for sustainability,
- organizing as modelling sustainable businesses, NGOs and public-sector organizations,
- organizing by means of building collaborations, networks and partnerships, and
- organizing for different markets – including the bottom of the pyramid and the lifestyle of health and sustainability.
- problems and limitations of purely profit-driven purpose
- problems and limitations of social and ecological approaches to organizational purpose

Type of instruction

Lectures, seminars, guest lectures, tutoring, group projects, individual learning journey seminar discussion, and presentations.

The teaching is conducted in English.

Prerequisites

General entry requirement and 30 credits in Business Administration or equivalent.

Examination and grades

The course is graded A, B, C, D, E, FX or F.

Assessment:

The ILOs listed above are assessed through the following types of examination:

Individual essay - ILO 3, 4, 5, & 6

Presentation - ILO 1 & 2

Class participation - ILO 1, 2, 3 & 4

The final course grade is given after the different assessment modes are passed

Registration of examination:

Name of the Test	Value	Grading
Individual essay	3.5 credits	A/B/C/D/E/FX/F
Presentation	3 credits	A/B/C/D/E/FX/F
Class participation	1 credit	A/B/C/D/E/FX/F

Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on

issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide. Other forms of breaking academic integrity include (but are not limited to) adding your name to a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

Course literature

Selection of articles