

## Modul MQ06

### Projektarbeit Sustainability Management

#### Wintersemester 2019/2020

#### Content:

Society is increasingly prioritizing sustainability and, by extension, expecting sustainable value creation from entrepreneurs. In this regard, social businesses, defined as organizations that 'pursue a social mission while engaging in commercial activities to sustain their operations' (Battilana and Lee, 2014: 399), operate alongside regular for-profit companies. More and more of such social businesses, sometimes also referred to as social enterprises or social ventures (Saebi, Foss, & Linder, 2019), are being created. They are assumed to be promising vehicles for social and economic value creation (Sabeti, 2011).

Research in the context of social businesses is accumulating and social businesses have shown to be effective in addressing longstanding societal issues, such as poverty and long-term unemployment, while conducting profitable business models (Santos et al., 2015). However, hybrid organizations like social businesses (Doherty, Haugh, & Lyon, 2014) encounter several challenges, such as a particular vulnerability to mission drift (Ebrahim, Battilana, & Mair, 2014), limited access to capital markets (Austin, Stevenson, and Wei-Skillern 2006; Costanzo et al. 2014; Katre and Salipante 2012; Smith et al. 2013) or the necessity to manage multiple identities simultaneously (Wry & York, 2017).

Against this background, MQ06 (Projektarbeit Sustainability Management) will deal with the leaders of social businesses in particular. We will investigate their approaches – and challenges – in leading and strategically managing social businesses. We combine practical issues and thinking from the field of social businesses with a strong research focus aiming to contribute to the knowledge on how strategic management and leadership looks like in social businesses and how it might explain their economic as well as social success or failure.

The seminar will be conducted completely in English.

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**Schedule (preliminary!):**

Date	Room	Content
08.11.19, 12:00-16:00	S2	<b>Obligatory</b> – Kick-off meeting (outline of the course etc.); Introduction to social businesses; Team building for interviews
22.11.19, 12-16	S2	Short presentations of (local/regional) social businesses; Fundamentals of qualitative research (incl. interviews); Technical instructions/guidelines on how to interview your social entrepreneur; Active participation in research projects of the Sustainability Department
25.11.19, 8-12		<i>Individual and/or group work: Social business identification/contacting; Online reading session</i>
29.11.19, 12-16	S2	Status report on interviews; (Introduction to selected theories); Introduction to qualitative data analysis (part 1); Distribution of qualitative data material
06.12.19, 12-16	S2	Status report on interviews; (Theory assignment); Introduction to qualitative data analysis (part 2); Fundamentals of “How to write a scientific introduction/ exposé”; Expectations regarding the hand ins and group presentation; Q&A
09.12.19, 8-12		<i>Individual and/or group work: Online reading session</i>
17.01.20, 12-16	S2	<i>Hand in: Interview material (audio records, transcriptions, and translations), individual exposés, and group presentations (Deadline: January 15, 2020);</i> Final group presentations (Part 1)
24.01.20, 12-16	S2	Final group presentations (Part 2) (auxiliary date)

**Grading:**

*Individual assignments:*

- Active participation throughout the sessions and hand in of a scientific exposé (approx. 1200 words plus cover page and references) about a specific social business topic (deadline for the latter: January 15, 2020).

*Team assignments:*

- You and your team will conduct a semi-structured interview with a social business leader. On January 15, 2020, you will hand in the transcription, translation, and audio records of this interview (according to the templates provided) as well as the group presentation that you will hold on January 17, 2020.
- You and your team will analyze several semi-structured interviews of social business leaders (provided to you by the department of Sustainability Management in calendar week 48) and present your findings in a group presentation on January 17, 2020.

**Admission requirements:**

Completion of the module MW58 in the previous winter semester or current assignment of the module MW58 and registration for the exam at the end of the current semester. Exceptions are possible only in exceptional cases (for example, prior acquisition of adequate teaching content in the context of studying abroad).

**Registration:**

Registration period from September 1 till September 15, 2019 (earlier incoming applications/registration requests are invalid and will be deleted unseen).

In order to apply for this course, please send a mail to sustainability@hhu.de. Your mail must contain your name (surname, forename), student number, study program, semester, and a note whether you have already completed MW58 or will take the exam in the current winter semester.

If there are more registrations than available places, the time of receipt of the registration counts (if the admission requirements are met).