

Short-Term Programs 2025

Course title:

INNOVABILITY FOR BUSINESS SUCCESS: TRANSFORMING BUSINESS AND SOCIETIES

Staff responsible for the course:

Farah HEFIED

Lecturers:

First Name + Name

Sandro Sánchez. PhD

Sandro holds a Doctorate in Business Administration, MBA and Master of Philosophy from the Maastricht School of Management in the Netherlands, and also has a PhD in Strategic Business Administration and a Master in Strategic Business Administration from the Universidad Pontificia Católica del Perú and is Industrial Engineer from PUCP. Likewise, he has completed specializations in Quality Management in Peru and Germany, SCM in Peru and the United States, Environmental Management, and Corporate Social Responsibility. Tenured Professor at PUCP and Associate Dean of Intercultural Agility & Associate Dean of MBA Programs at CENTRUM PUCP Business School.

1) COURSE PRESENTATION

Welcome to the Innovability for Business Success: Transforming Business and Societies course! Over the 16 hours of the course, we will embark on a transformative journey exploring the intersection of innovation and sustainability within the corporate world, aiming to drive positive change in society.

In an era marked by unprecedented challenges such as climate change, inequality, and global health crises, the need for innovative business solutions that foster social progress has never been more urgent. This course is designed to equip you with the knowledge, skills, and mindset necessary to become agents of change within your organizations and beyond.

We will delve deeply into the concept of "innovability"—the fusion of innovation and sustainability—as a powerful framework for addressing complex societal issues while ensuring long-term environmental and social well-being from a business perspective. Throughout our time together, we will examine various dimensions of innovability, including sustainable business models, eco-friendly technologies, corporate social responsibility, and community-driven initiatives.

Drawing upon real-world case studies from successful companies, expert insights, and interactive exercises, you will gain practical tools and strategies for designing, implementing, and scaling innovative solutions that make a positive impact on people and the planet—all while focusing on business effectiveness and sustainability.

Whether you are a budding entrepreneur, a corporate leader, a social activist, or someone passionate about creating a better world, this course offers valuable insights for everyone. Together, we will explore how innovation can be harnessed as a force for good in the corporate sector, driving meaningful change and building a more sustainable, equitable future for generations to come.

Get ready to unleash your creativity, challenge conventional business thinking, and embark on a journey of discovery and empowerment. Let's harness the power of innovability to shape a brighter tomorrow for all.

Aims:

Draw up a list of competencies and/or skills that the student should have acquired or improved at the end of the course.

*You must fill in the field under the format "the student should be able to..." using action verbs such as define, realise, control... **(This description should not take more than ten lines)***

At the end of the course, the student should be able to:

- Understand the concept of innovability and its significance in addressing contemporary societal challenges within the corporate context.
- Develop proficiency in identifying and evaluating innovative business solutions for sustainable development.
- Gain practical tools and strategies for designing, implementing, and scaling innovative initiatives that drive positive social impact in organizations.

Prerequisites:

You must not write courses' codes or names, but identify the preliminary skills as the knowledge or the know-how needed to efficiently follow this course.

*Write it out in terms of knowledge and methodologies required to follow this course (this would help students from direct entry to position themselves). **(This description should not take more than five lines)***

In order to take full advantage of the course, participants are required to prepare exercises and case studies outside of class time using the recommended reading material they have been provided with for each session.

Course contents:

Here, an abstract of the course can be given or the different chapters of the course can be simply written down.

(The description should not take more than ten lines)

The course provides a comprehensive and structured approach to innovability, emphasizing the fusion of innovation and sustainability within the business context. It includes four detailed sessions, each targeting specific aspects of innovability:

- Global Mindset on Innovability in Business
- Corporate Social Responsibility and the Sustainable Development Goals (SDGs)
- Agile Methodologies for Innovative Solutions
- Disruptive Technological Innovation in the Corporate Sector
- Business Models Addressing Social Challenges

Each session includes pre-class readings and interactive discussions, fostering a deep, practical understanding of innovability.

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	16	4 days of class – 4 hours each day
- <i>Tutorials</i>		
- <i>Coaching</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>	10	Analysis of course readings

- E-learning		
- Research		
<u>Outdoors-training</u>		
- In firms		
- Internship		
<u>Personal work</u>		
- Group Projects	15	Application of course contents in a real situation to generate solutions for social problems
- Individual Projects		
- Personal work		
Total working time for the student	41	

3) **EDUCATIONAL METHODS**

Tick here the different educational methods used:

- Coaching
- Case Study
- E-Learning and/or Self-learning
- Interactive courses
- Presentations
- Projects
- Research
- Seminars
- Tutorials
- Visits

4) **ASSESSMENT**

Sum up briefly the course assessment's mechanism (two or three lines) in order to introduce the assessment's table that you have to complete below (table n°2).

You must also define clearly how feedback will be given to students (in accordance with the feedback policy).

1. Participation in class (40%) - It is expected that these participations will be based on the resources defined for each session and not only on opinions expressed by the participants without clear arguments.
2. Final application work (60%) - Students, in teams, will develop a final application work considering the topics covered in the sessions of the course. In the final session, all teams will present their final application work.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment (CONT)			
	Mid-term exam (MIDT)			
	Participation (PARTN)			40%
	MCQ			
<u>Final exam</u>	Oral final exam (ORAL)			
	Written final exam (ENDT)			
<u>Others</u>	Case study (CASE)			

	Group Project (GPROJ)			60%
	Individual Project (IPROJ)			
	Written assignment (WRITTEN)			
	Exercises (EXERC)			
Total				100%

5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):

Class books :

Reviews:
<p>Session 1:</p> <p>Case: Enel's Innovability: Global Open Innovation and Sustainability</p> <p>Reading: Digital transformation, for better or worse: a critical multi-level research agenda</p> <p>Reading: Scientific mapping on the convergence of innovation and sustainability (innovability): 1990-2018</p> <p>Reading: Creating shared value</p>
<p>Session 2:</p> <p>Reading: Ecosystem effectuation: creating new value through open innovation during a pandemic</p> <p>Video: Do you know all 17 SDGs?</p> <p>Reading: The 17 goals</p> <p>Reading: How Generative AI Can Augment Human Creativity</p> <p>Video: Design Thinking in a Nutshell</p> <p>Reading: Design Thinking in a nutshell; what is it and what's in for us?</p> <p>Reading: Design thinking comes of age</p> <p>Reading: The triple bottom line: What is it and how does it work?</p>
<p>Session 3:</p> <p>Reading: How Generative AI Is Changing Creative Work</p> <p>Lecturas: El Design Thinking para la resolución de problemas: El B Canvas</p> <p>Reading: The B canvas: Designing sustainable business models</p> <p>Reading: Brainstorming</p> <p>Reading: What disruptive innovation means: The Economist explains</p> <p>Reading: What is disruptive innovation</p> <p>Reading: Disruptive Innovation for Social Change</p>
<p>Session 4:</p> <p>Presentation of final assignment by teams, including at least:</p> <ul style="list-style-type: none"> • Relevant societal problem definition (Users, Unmet Need, Related SDGs & Metrics, Scalability of the Solution) • Minimum Viable Product, Value Proposition • The B Business Model Canvas • Key learnings from applying Innovability for a real societal problem

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL