

Going **BEYOND** Awards

SUSTAINABLE ENTERPRISE DEVELOPMENT

Sustainable Enterprise Development is a Bachelor program that combines basic business education with specialized courses, purposefully designed to prepare students with the necessary knowledge, understanding, skills and abilities they need for managing sustainable enterprise development – in new or existing businesses/organizations.



JÖNKÖPING UNIVERSITY

*Jönköping International
Business School*

The program mixes generic basic courses (e.g. Micro Economics and Financial accounting), adapted courses (Economics for a Sustainable Society, Finance and Accounting for Sustainability), and specialized courses (e.g. The Sustainable Enterprise- Social and Ecological Perspectives, Applied Management of Change and Innovation for Sustainability, Governance for Sustainability and Responsible Ownership).

Upon completion graduates are awarded: Bachelor of Science in Business and Economics, with a major in Business Administration.

ABOUT JÖNKÖPING INTERNATIONAL BUSINESS SCHOOL, JÖNKÖPING UNIVERSITY

Research-based international business school, with education at Bachelor, Master and PhD level. Driven by a mission to develop theory and practice with a focus on the three focus areas:

1. Entrepreneurship
2. Ownership
3. Renewal

Located in the south of Sweden, but with approximately 50 % of students and faculty coming from other countries.

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The curriculum is built to ensure that students get direct contact with different types of organizations, representing private and public sector as well as profit and not-for profit operations. Each academic year involves activities that ensure students get hands-on experience, identifying and investigating challenges for sustainable enterprise.

Three organizations are particularly important to the program, acting as hubs to establish connections with a larger group of companies/organizations:

Hållbarhetsteamet (the Sustainability team)

Company offering services to companies and governmental organizations related to knowledge and approach to sustainable enterprise.

Miljöbron (the Environment bridge)

Organization working to connect students with companies that need support to carry through sustainability-oriented projects.

Jönköping Circular Center

Organization created to empower female refugees while working on circular economy principles and upscaling/recycling materials.

A “portfolio course” focuses on developing each student’s capacity to act and be a driver of change. It has five modules that provide training in:

- Speech
- Negotiation
- Consciousness and leadership
- Action competence
- Foresight thinking

The portfolio includes to collectively design, organize and carry out a project in international and diverse teams. The program builds on interactive and experiential learning opportunities.

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Through various compulsory elements – such as discussion seminars, group work in a culturally diverse setting, and assignments that include contacting external organizations – our students develop self-confidence and competence to take action and succeed in management of diverse teams.

Sweden's tradition of transparency as well as engagement in social and environmental sustainability – in business and society – makes it a good context to study sustainable enterprise development. Courses often build on access to/interaction with local companies/organizations.

The collaborations focus on actual challenges that the partners experience and allow fruitful exchange between them and the students. An example of how the program adapts to current challenges in the school's vicinity is the applied project that students conducted recently in collaboration with organizations that focus on supporting refugee/migrant integration.

In the final course, student groups are matched with organization (private or public) to define, investigate, and solve a sustainability challenge of particular importance to that organization.

Internationalization is one of the school's key principles. A key component in this is the international diversity among students and faculty.

Approximately one third of students on the SED program are from other countries than Sweden. Cross-cultural collaboration in course work and exchange studies support the students' international network and international competence.



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Students for Sustainable Action

One outcome is the student organization "Students for Sustainable Action" (SSA). SSA partners with the university to design and manage a yearly Sustainability Festival on campus

SSA also takes the role as critical voice, helping everyone on campus reflect about its carbon footprint and how to be more equal and inclusive. The group organizes workshops and hands on activities to help other students realize a more sustainable way of life.

Job Placement and Career Trajectory

A key indicator for program success and impact is the job placement and career trajectory of graduates. We track how quickly alumni get employment and what type of jobs they have.

From the three cohorts that have so far graduated we see that approximately 30 % of graduates are either:

- Employed in a position related to the program focus (e.g Sustainability analyst, Change management coordinator) OR
- Enrolled in a Master program that further strengthens their sustainability profile (e.g. M.Sc. Sustainable Development, M.Sc. Environmental Science).

At least another 15 % are enrolled in complementary master programs (e.g. Digital Business, Global Management).

In addition, we see that graduates take on relevant junior level management jobs (e.g. logistics planner, controller, communicator).



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PROGRAM IMPACT AND SUCCESS

First and foremost, the program realizes impact via the students. Through their involvement with companies and organizations during the program and later through their efforts as employees or self-employed entrepreneurs.

This is made possible thanks to a very experiential program where students interact with practitioners, work on projects, and develop critical as well as creative thinking.

Through the collaboration with Miljöbron (the Environment bridge) students get connected with companies/organizations and conduct sustainability consulting projects.

The 3rd year assignment, where students are asked to innovate for regional businesses and help them accelerate sustainability transition, has resulted in the implementation of the proposed changes on several occasions. The companies often testify to the inspiring effect of interacting with SED students and receiving their feedback.

For the past 3 consecutive years, JIBS has partnered with Jönköping Science Park to co-design a 24-hours innovation race for sustainability. Up to 200 students are competing and brainstorming for sustainability innovation. This challenge is part of Jönköping University Sustainability Festival.

This year in 2021, SED 3rd year students won the challenge with their suggested plan helping a local company decrease its carbon footprint by implementing circular economy principles in its business plan.

The program attracts a specific student profile - students who already have a strong interest in sustainability and have the intention to make a difference.

As a result, students from the SED program are perceived as entrepreneurial and have been instrumental in the establishment of a student organization and student events with focus on sustainability; first in the business school and later at university level.

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SDG IMPACT

GOAL 5: Gender Equality

Achieve gender equality and empower all women and girls

GOAL 9: Industry, Innovation and Infrastructure

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

GOAL 10: Reduced Inequality

Reduce inequality within and among countries

GOAL 12: Responsible Consumption & Production

Ensure sustainable consumption and production patterns

GOAL 13: Climate action

Take urgent action to combat climate change and its impacts



LOOKING FORWARD

So far we have seen steady growth in the number of applications for the program, resulting in more students registering each year in parallel to an increasing international diversity in the student group.

The ambition is not to grow the program indefinitely, though, but rather to maintain the current size and allow for it to be one of JIBS' profiling programs.

The inspiration that comes from running the SED program inevitable influences the school. We now seek, for example, to engage even further with society with the specific purpose to bring in more student projects as well as internship opportunities that are in line with sustainability and venturing.

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