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The University of Manchester

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Manchester Business School

Triple Accredited: AACSB, EQUIS and AMBA

Full Service: UG programmes and University College Programmes
Manchester Enterprise Centre (MEC)

PGT specialist programmes

Full-time MBA

Global MBA

Blended learning via international centres

Shanghai (+Tongji) , HK, Singapore, Dubai,

Miami and Sao Paulo (+FGV)

Global Executive MBA (GEMBA)

Executive Education

Manchester Business School



PhD programme deliver as part of ESRC North West Doctoral Training Programme, UK



DBA programme with Antai College of Economics and Management, Shanghai Jiao Tong University, China



Manchester Institute for Innovation Research (MIoIR). Founding institute for the study of science, technology and innovation.



Sustainable Consumption Institute (SCI) Leading centre focused on the challenges of sustainability that stem from mass consumption.

Innovation Education and Sustainable Development

Business School innovation education and how it might drive sustainable development

- Developments in business school innovation education
- Innovative practices in business schools' curriculum design
- Pedagogical approaches to nurture students' innovative spirits
- Links between innovation education and sustainable development
- What kinds of innovative education contributes to promoting sustainable business practices?
- How do business schools cultivate graduates to confront the interrelated social and environmental challenges of the 21st century?

Innovation and Sustainability: Some Initial Thoughts

- Will discuss the positive contribution innovation education can make for sustainability in due course.
- It is important to be reflective about innovation education and, indeed, innovation studies along with it. Two issues.
 1. Innovation education that is explicitly geared towards sustainability. This of course is highly likely to increase awareness, enhance knowledge and develop skills that are highly likely to contribute to sustainability.
 2. The importance of NOT neglecting potentially detrimental consequences on sustainability. It is important to be reflexive and self critical and thus credible in delivering more critical sustainability attitudes and skills across the board.

Innovation and Sustainability: Some Initial Thoughts

- There is a tendency to set innovation itself as normative, more innovation is good, as innovation drives competition, increases choice and drives growth.
- This is the core of innovation education certainly in business schools, how to be more innovative in order to be more successful in the market place.
- The potentially negative effects of ever more innovation, or all kinds of innovation, are not often reflected upon. Think of the effects of innovation reducing the life cycle of products for eg?

Innovation and Sustainability: Some Initial Thoughts

- Are we trapped in a circle of creating totally unnecessary “wants” in the market place and entirely over-performing devices. Quicker IT devices replace old ones and ‘throw away’ old ones.
- The social costs of cheap labour for this acceleration through innovation both abroad and nearer to home are not factored into business models as we know them.
- This is **NOT** to say innovation is per se bad. **BUT** it is to say that innovation is also not per se good only because it drives growth There are various ways to combine growth with sustainability.

MBS Innovation and Sustainability Teaching Portfolio

- Business School UG Course: Environmental Management and Sustainable Development employs highly effective enquiry-based learning techniques. Students are introduced to key ideas and approaches and then required to devise strategies for developing innovative solutions to current sustainability problems.
- University College UG Course: Innovation for a Sustainable Society. Introduces non- Business School Students to a variety of approaches to studying the nature of innovation processes. Taking an international comparative perspective, Students are introduced to a variety of examples such as development in health technologies and bioinformatics.
- Strong emphasis on looking at the big picture of societal challenges, thinking about big transformations at the mega level and small practices at the individual level.

Manchester Enterprise Centre (MEC)

Enterprise Resource Centre located in MBS although open to all University of Manchester students.

Offers a wide range of UG courses and Masters in Enterprise (MEnt) which is an innovative research masters programme.

Supports bottom up enthusiasm for sustainability. Eg of prize for business development of e-Agri product to makizmie crop yield at low cost.

Recent donation ((£1.5M) for student enterprise hub for graduate venture creation and development

Enterprise scholarship fund for recent graduates to allow them to develop ideas about starting a business.

MBS Innovation and Sustainability Teaching Portfolio

MSC Innovation Management and Entrepreneurship Programme: compulsory course on `Innovation and the Knowledge Economy`.

The course introduces prominent theoretical approaches from Innovation Studies to understand the potential for innovation to respond to contemporary societal challenges.

For example, social shaping theory is used to analyse the development of wind power technology systems; path dependency theory is used to analyse the difficulties for electric vehicle innovation to overcome lock-in to the incumbent automobile system.

MBS Innovation and Sustainability Teaching Portfolio

Global MBA elective course taught in Manchester, UK and Shanghai, China.

It examines the sustainability problem. What is sustainability? Why is it a system wide issue? It presents a case study microwave oven disposal.

It examines the roles of regulation and innovation via the study of pollution prevention and control.

Finally, it considers the role of consumers in sustainability. The focus here is on agriculture, food and food manufacture with a case study of bio-fuels.

Conclusion

MBS is about.....

1. A commitment to innovation in education (practice based learning, creativity, responsibility innovation and sustainability issues) which transfers values and instils in our graduates an awareness of sustainability issues
2. The need to have these high on their agenda when graduates complete their education and start, develop and manage their own businesses or as senior leaders and managers pursuing institutional strategic and operational goals and objectives.

Conclusion

MBS is for.....

1. Reflecting on education about innovation and how innovation relates to big societal challenges of an economic and social kind. The biggest challenge, as one of my esteemed colleagues put it, is our survival without having to leave the planet!
2. Thinking about innovation as sustainable businesses but also wider issues of sustainable life-styles. This perspective forces us to consider the full range of interventions required from international bodies initiatives through to everyday practices.

Further Reading

Mino and Hanki Desha, Cheryl and Karlson Hargroves (2014), *Higher education and sustainable development: A model for curriculum renewal*. London: Taylor & Francis Group.

Christensen, Clayton M. and Henry J. Eyring (2011), *The innovative university: Changing the DNA of higher education from the inside out*. San Francisco: Jossey-Bass.

Mino, Takashi and Keisuke Hanaki (2013), *Environmental leadership capacity building in higher education experience and lessons from asian program for incubation of environmental leaders*. Tokyo: Springer.

Conway, Roger N. and Laasch, Oliver(2014) *Principles of Responsible /Management: Glocal Sustainability, Responsibility and Ethics*, San Francisco: South Western College Publishing.



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