

The Sustainable Organisation Simulation Game and the Coffee Chain Game

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Learning outcomes

- Simultaneous acquisition *and* application of core subject skills and knowledge
- Appreciation of real world complexity but also how to deal with it
- Move from not knowing Sustainability to 'seeing it everywhere'
- Ability to relate sustainability issues to business environment
- Sustainable toolkit for all functional areas
- Better teamwork
- Improved communication skills

A fast and efficient way of implementing Sustainability into the MBA curriculum

- Move from incremental change to transformative sustainable future
- It will take time until each of the subject areas is transformed so that the whole curriculum reflects sustainability (plus buy-in from colleagues?! Missing knowledge in this area)
- Bureaucratic problems (Mod Spec, Quality Assessment etc.), time management

**The Sustainable Organisation
Simulation Game**
Just three days
One Mod Spec or approval process

Feedback - quotes from our first group of MBAs (we run it since 2010, 4 times so far)

It felt so real, I really had to convince these board members...

Now I know how these subjects all fit together...

If you would have done it the traditional way – with lectures and seminars – I would have forgotten everything after three months, but now...

Game to fit your curriculum

- If you would like to design a game, which fits your curriculum and embeds sustainability in a meaningful way, please contact **Green Academy**



food4thought@ntu.ac.uk

@NTUfood4thought

<http://www.ntu.ac.uk/sustainability/food-for-thought/index.html>

The Coffee Chain Game (modified from the Oxfam Coffee Chain Game)

- Can be played with different disciplines e.g. we have played it with Geography students in Brackenhurst and with Business Students in NBS
- We have played it with Undergraduates and Postgraduates and so far every student group has been engaged
- Takes normally one hour
- Can be combined with additional material such as the movie 'Black Gold'
- More info on this (on page 74) and other films (throughout the book) can be found in Molthan-Hill, Petra (Ed.) 2014, The Business Student's Guide to Sustainable Management, Sheffield: Greenleaf

The Coffee Game-Step 1

- You have been allocated to one group in this game. Please read your role description.
- Please agree with the other colleagues on your table how much of 2.35 pounds charged for a jar of coffee should be your pay/profit. Prepare some arguments why you are entitled to this amount of money.

The Coffee Game- Step 2

- The coffee roasters will lead the first round of agreeing the right prize for each group.
- You have to negotiate with the other groups why you should get the amount you have suggested.
- You should come to an agreement with the other groups how much each of you should get. The Roasters have the final say.

You will get the actual amount given in reality to your group after you have achieved your agreement.

More info about the coffee game

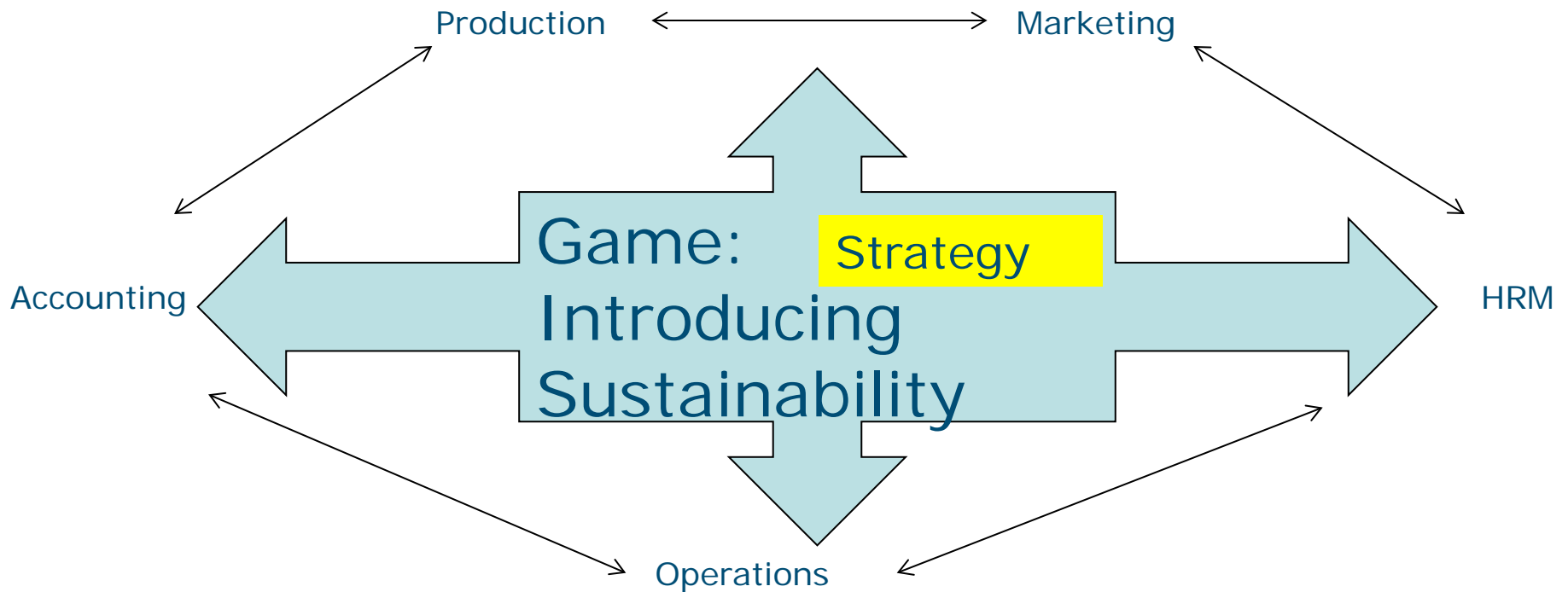
<http://www.oxfam.org.uk/~media/Files/Education/Resources/The%20coffee%20chain%20game/Coffee%20Chain%20Game.ashx>

More info about the Sustainable Organisation Game on the following slides for your information after the conference.

Please feel free to contact Petra Molthan-Hill to discuss the games further and how they might be applicable to your subject/course/module

System thinking

Accounting HRM Marketing Strategy Operations



Day 1

- Input lecture: Business and the three dimensions of Sustainability
- Election results for boards
- Announcement of groups (Accounting, HRM, operations management, supply chain management, Marketing)
- Brief from board (given to them as announcement of CEO)
- Work in groups: Current situation of company
- Presentation to board and whole class about current status, Board Q & A
- Material given to them to read over night: Tools for their specific functional area (to choose from on the following day, critical information e.g. 'Ethical consumer')

Day 2

- Input lecture: Sustainable strategies
- Board decides on strategic direction for company while working with individual groups e.g. the CFO 'visits' the Accountants
- Individual groups choose sustainable tools for their specific functional area and prepare a presentation how to convince the board
- Presentation to board (and whole class) about suggested tools
- Board decides after this day which tools to work on, announce decision and rationale per email

Day 3

- Groups finalize their presentation
- Board members link these approaches to overall strategy
- Final presentation to board
- Final presentation board about corporate strategy and how it all fits together
- Input lecture: Transforming an organization – Debrief game and suggestions

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