

**Vorlesung & Übung/Workshops WiSe 21/22 (M.Sc.)  
„Sustainable Entrepreneurship“**

für Studierende der Studiengänge M.Sc. VWL, M.Sc. BWL Public Non-Profit  
(der Kurs wird in Kooperation mit University College Freiburg als Teil des EPICUR-Programms angeboten)

**Bewerbungsschluss: 04. Oktober 2021, 12.00 Uhr, Anmeldung über ILIAS**

### **Information about EconRealPlay-Courses**

ECONREALPLAY-COURSES combine experience-based and theory-based learning. They aim to teach both action-oriented skills and competences and knowledge-based competences in a research-oriented way. Videos, documentations and reports about different formats of the past years - partly awarded with the IDA Instructional Development Award or the University Teaching Award - can be viewed on the homepage of the chair: [www.fce.uni-freiburg.de](http://www.fce.uni-freiburg.de).<sup>1</sup>

### **Didactics of the course**

In the course, both knowledge-based and practical competencies are developed and deepened by the participants. Online teaching materials, collaborative working tools, group discussions, and consultation hours guide the participants to independently develop a sustainable business idea, presented in the form of a video. After some lectures at the beginning of the course (early November) you will start a group task with peers.

### **Content**

Fridays for Future or the Corona Pandemic has brought the discussion about how we live and do business into focus and into the center of our society. That we are overloading our planet with the way we live has been a topic of discussion among scientists for over 40 years. Today, sustainability and responsibility are some of the most discussed topics on economic interest groups like the World Economic Forum or the OECD. There is one conclusion: We have to change how we are doing business. But how?

In this course, we dive into sustainable entrepreneurship. You will learn about the entrepreneurship process and its challenges. You will get to know and discuss different opinions about possible solutions. You will learn about system thinking and the Positive Entrepreneurship Concept, ways to tackle the problem described above. And you will be challenged with specific problems, for which you will develop a sustainable business idea together with your peers. Therefore, important topics are:

- Different approaches to sustainability
- The Entrepreneurship and Design Thinking Process
- The Concepts of Positive Entrepreneurship and System Thinking
- The Great Reset and Beyond Growth Debate
- Entrepreneurship tools like Value Proposition or Business Modelling and Online Collaboration Tools (to work together and get the things done!)

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<sup>1</sup> Further information on the IDA can be found on the website of the Department of Teaching Development: <http://www.lehrentwicklung.uni-freiburg.de/projekte/ida> as well as on the University Teaching Award in the University's press release of 7.7.2015 at [www.pr.uni-freiburg.de/go/unilehrpreis-2015](http://www.pr.uni-freiburg.de/go/unilehrpreis-2015).

## Timetable

### Introduction Workshops:

#### Week 1:

- Course Introduction: Thursday, 21.10.2021, from 2pm to 4 pm (c.t.)
- Lecture I – Intro Entrepreneurship: Friday, 22.10.2021, from 2pm to 6 pm (c.t.)

#### Week 2:

- Workshop I – Personal Strengths: Thursday, 28.10.2021, from 2pm to 4 pm (c.t.)
- Workshop II – Personal Values: Friday, 29.10.2021, from 2pm to 6 pm (c.t.)

#### Week 3:

- Workshop III – Your Personal Means: Thursday, 04.11.2021, from 2pm to 4 pm (c.t.)
- Lecture II – About Sustainability: Friday, 05.11.2021, from 2pm to 6 pm (c.t.)

#### Week 4:

- Lecture III – Design Thinking: Thursday, 11.11.2021, from 2pm to 4 pm (c.t.)
- Workshop IV – Market Analysis: Friday, 12.11.2021, from 2pm to 6 pm (c.t.)

### Team & Topic Selection Process:

- Finding Teams: Thursday, 18.11.2021, from 2pm to 4 pm (c.t.)
- Teambuilding: Friday, 19.11.2021, from 2pm to 6 pm (c.t.)

### Design Thinking Workshops (each Thursday until End):

- Understand: Thursday, 25.11.2021, from 2pm to 4 pm (c.t.)
- *Interview Week:* Thursday, 02.12.2021, from 2pm to 4 pm (c.t.)
- Define: Thursday, 09.12.2021, from 2pm to 4 pm (c.t.)
- Ideate: Thursday, 16.12.2021, from 2pm to 4 pm (c.t.)
  
- Prototyping: Thursday, 13.01.2022, from 2pm to 4 pm (c.t.)
- Testing: Thursday, 20.01.2022, from 2pm to 4 pm (c.t.)
- Business Model: Thursday, 27.01.2022, from 2pm to 4 pm (c.t.)

**Pitch/Feedback/Roundup is on** Friday, 04.02.2022, from 2pm to 6 pm (c.t.)

**Deadline for written essay is on** Monday, 14.03.2022, 12am

**ECTS:** 6 ECTS, M.Sc. VWL; M.Sc. BWL Public & Non-Profit Management.

**Examination:** Basic prerequisite: Participation in online and - if possible in the winter semester 2021 - presence events and subsequent content development of a project in team/group work (under guidance of the chair).

*Two task are:*

Group task: Development and presentation of a) a value proposition with a user story and b) a pitch deck with core aspects of a business model concept.

Individual task: write a short essay with two parts: 1) reflect on the value proposition and business model of your group and its contribution to a sustainable future and 2) reflect on your role in the entrepreneurial process of your group.

**Application deadline: 04. October 2021 at 12.00**

**Registration for the seminar is done via ILIAS !**