

CASE-Masters' programme on Sustainability-driven Entrepreneurship

Target: Fostering competencies for sustainability-driven entrepreneurs who support a sustainable socio-economic transformation in society
Target Group: All students interested in Sustainability-driven Entrepreneurship/Intrapreneurship

	First Week Challenge - Defining 'Sustainability-driven Entrepreneurship' (3 ECTS)				
Semester 1	<p>Module 1.1 Transformation and Sustainability - Great transformations in history and today - Transformation processes - Global trends and challenges: sustainability as a science</p> <p>(lecture and seminar with case study analyses) (6 ECTS)</p>	<p>Module 1.2 Sustainable Economy - alternative economic strategies - Role of responsible economy - relevant actors and markets, role of niches</p> <p>(lectures, workshops) (8 ECTS)</p>	<p>Module 1.3 Interactions in multi-scales: globalization-regionalisation - Sustainable regional-, urban-, rural-, community development, value chains, regional cycles/cycle economies; implementation of sustainability - Challenges and innovative concepts of sustainable development</p> <p>(case study, group work, reasearch projects) (4 ECTS)</p>		<p style="text-align: center;">Title</p> <ul style="list-style-type: none"> - Vision and mission development - Find your own role model - Self-reflection on team role behavior, on values, hopes and fears concerning sustainability challenges - Implementing a Mentoring System (student - peer - lecturer - business) <p>(self-reflecion, coaching, mentoring) (3 ECTS)</p>
Semester 2	<p>2.1 Processes and Managment of Innovation - innovation: improvement vs. change - social-, eco-, and institutional innovation processes</p> <p>(lectures, workshops etc.) (3 ECTS)</p>	<p>2.2 Role models and pioneers - Regional Hot Spots - innovation processes in two regional fields (energy, agriculture etc.) - Solutions for challenges of regional actors</p> <p>(seminars for case study analysis, including excursions, aspects of failure, report writing, group discussion, innovation/creativity workshops with regional actors) (8 ECTS)</p>	<p>2.3 Methods on innovation management - open space, co-creation... - creativity techniques - Design-thinking</p> <p>(seminar, workshop) (3 ECTS)</p>	<p>3.1 Pioneers of Sustainability: Intra- and Entrepreneurship - Sustainability-driven enterprises and start-ups, opportunities and challenges - Product and service development, Whole Life cycle assessment, Cradle-to-cradle, Production, Green logistics - Development of sustainable business idea and model, Value Proposition (USP, Customer segments/target groups)</p> <p>(lecture, workshop, excursions, project work) (6 ECTS)</p>	<p style="text-align: center;">Title</p> <ul style="list-style-type: none"> - revision of the first vision and mission development - Start to work with your own role model - Mentoring (student - peer - lecturer - business) <p>(self-reflecion, coaching, mentoring) (4 ECTS)</p>
Semester 3	<p>3.2 Sustainable Organisation and Management - Legal forms and organisational forms such as hola-/sociocracy (Sustainable human ressource management) - Project, process & change management - Leadership and governance</p> <p>(lectures and workshops) (3ECTS)</p>	<p>3.3 Finance - Crowd funding, hybrid financial models, partnerships - accounting, controlling</p> <p>(lectures) (3ECTS)</p>	<p>3.4 Impact - Eco-social costs and benefits - Sustainability controlling and benchmarking - ethical and social marketing (CSR, sustainability reporting)</p> <p>(seminar with project work) (3 ECTS)</p>	<p>4.1. New instiutional settings - Transforming institutional settings, Innovative deliberative structures and participation processes, Innovative spaces to facilitate interactions and relationships - Partnerships for new markets (public, knowledge,...) - communication processes in society and enterprises</p> <p>(lectures, workshops) (6 ECTS)</p>	<p style="text-align: center;">4.2 Multistakeholder networks Building up sustainability networks within and around the university</p> <p>(group work) (5 ECTS)</p>
Semester 3	<p style="text-align: center;">Option 1) 3.5a Regional Sustainability Challenge (Service-Learning project in teams) (4 ECTS)</p>			<p style="text-align: center;">Option 1) Methodology and Tools 3 - tools for service learning project (coaching) (1 ECTS)</p>	<p style="text-align: center;">Title</p> <ul style="list-style-type: none"> - Mentoring (student - peer - lecturer - business) <p>(2 ECTS)</p>
<p style="text-align: center;">Option 2) 3.5b Developing a Sustainable Business Plan for own business idea (project work in teams) (4 ECTS)</p>			<p style="text-align: center;">Option 2) Methodology and Tools 3 - tools for business plan (coaching) (1 ECTS)</p>		
<p style="text-align: center;">a week of fear and failure (3 ECTS)</p> <p>story-telling with entrepreneurs about their failures risk management: legal and financial aspects of failure how to handle failure personally</p>			<p style="text-align: center;">experience of failure (outdoor education)</p>		
Semester 4	<p style="text-align: center;">Thesis - Implementation and impact assessment of a sustainability-driven project (in an existing enterprise, as a start-up (prototype), as an NGO, within a network) - research methods, impact assesement and self reflection</p> <p>(thesis writing, accompanying colloquium) (25 ECTS)</p>			<p style="text-align: center;">4.2 Multistakeholder networks - Final conference on sustainability-driven entrepreneurship</p> <p>(tutorial and conference) (5 ECTS)</p>	