



CASE

Competencies for a sustainable
socio-economic development



Development of an International Master's Programme "Sustainability-driven Entrepreneurship". Using a European multi-stakeholder approach

Conference „Internationalisierung der Curricula“ – 02.11.2016, Göttingen
Prof. Dr. Marco Rieckmann & Lisa Bockwoldt



Universität Vechta
University of Vechta

This project is financed by the Erasmus+ Programme





CASE

Competencies for a sustainable
socio-economic development

The CASE project

- “Competencies for A sustainable Socio Economic development” (CASE)
- EU Erasmus+ Knowledge Alliance / 2015-2017
- Lead: Vienna University of Economics and Business
- Participants from Austria, Czech Republic, Germany, Italy, Sweden

- Develop a Joint Master’s Programme on Sustainability-driven Entrepreneurship
- Building up and working in a strong Knowledge Alliance

- <http://www.case-ka.eu/>





CASE

Competencies for a sustainable
socio-economic development

Sustainability-driven entrepreneurship

Agents of change towards a post-growth society (Parrish and Foxon, 2009; Kyrö, 2015)

- Sustainability-driven entrepreneurship meets ecological , social and economic challenges
- Main goal: creating innovative sustainable business ideas / start-ups

Competencies

Entrepreneurial competence is “the ability to identify and pursue entrepreneurial opportunities within a specific position and context” (Lans et al., 2014, p. 39)

Competencies for sustainable entrepreneurship (Lans et al., 2014,p. 43), such as embracing diversity and interdisciplinarity, interpersonal competence, strategic management competence, and entrepreneurial self-efficacy.





CASE

Competencies for a sustainable
socio-economic development

Knowledge Alliance

Research



Education

Business



Universität Vechta
University of Vechta

This project is financed by the Erasmus+ Programme

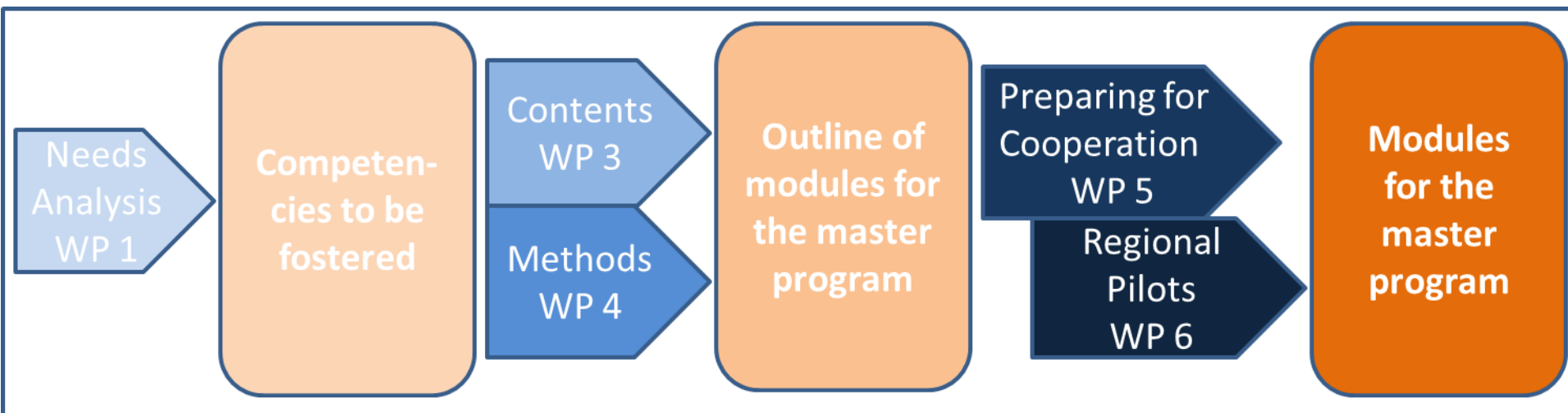




CASE

Competencies for a sustainable
socio-economic development

Development process

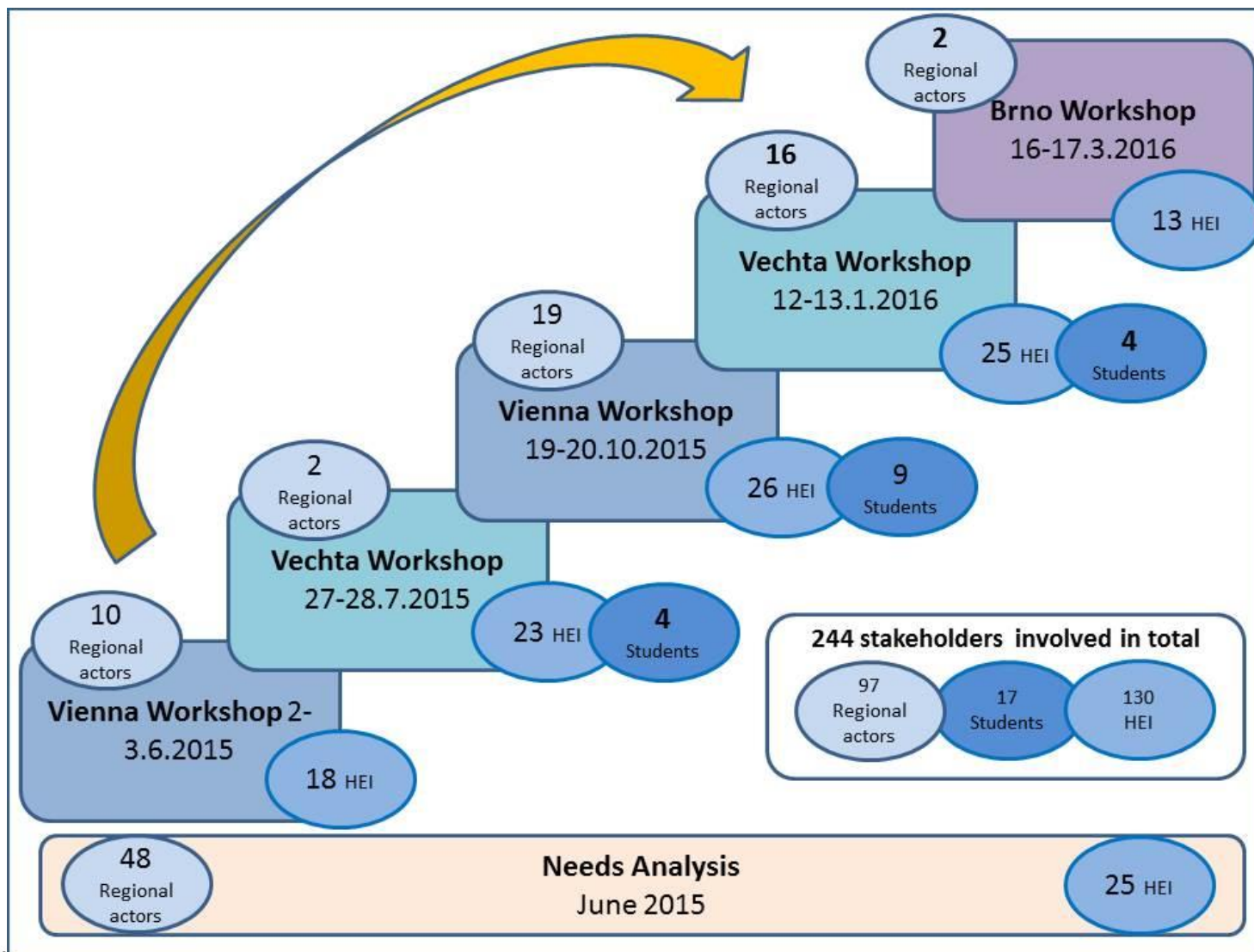




CASE

Competencies for a sustainable socio-economic development

Multi-stakeholder approach



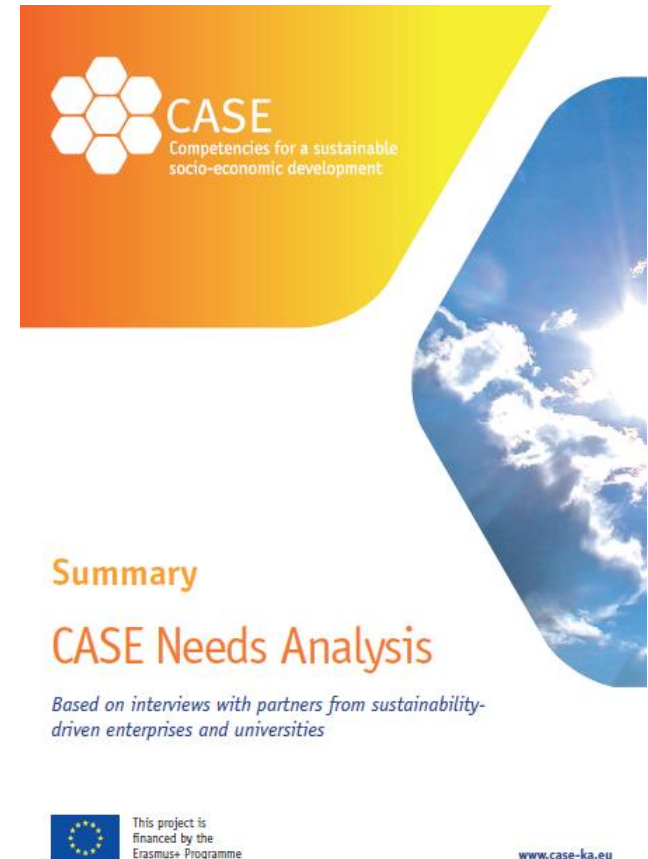


CASE

Competencies for a sustainable
socio-economic development

Needs analysis

- Analyse **what competencies are needed** for sustainability-driven entrepreneurship according to
 - Sustainability-driven entrepreneurs/enterprises
 - Teachers for entrepreneurship and sustainability
- fundament for the development of the **Master's programme**
- Create a basis for a sustainable **network** of companies and universities





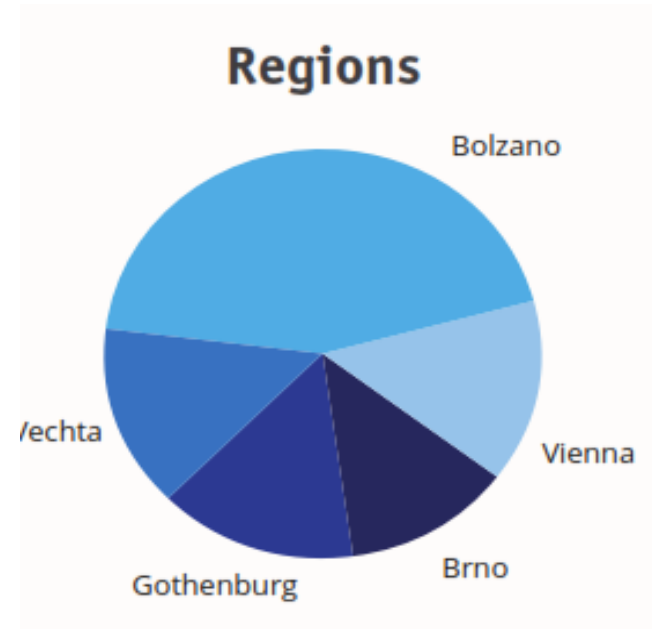
CASE

Competencies for a sustainable
socio-economic development

Regional framework

Interview partners from 5
regions – diversity concerning:

- Geographic location
- Economic development
- Socio-economic challenges
- Higher Education



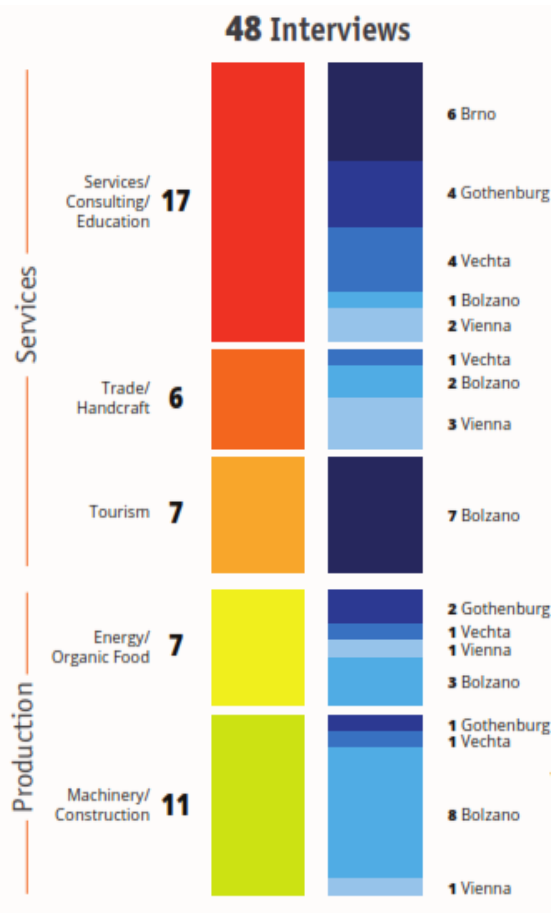


CASE

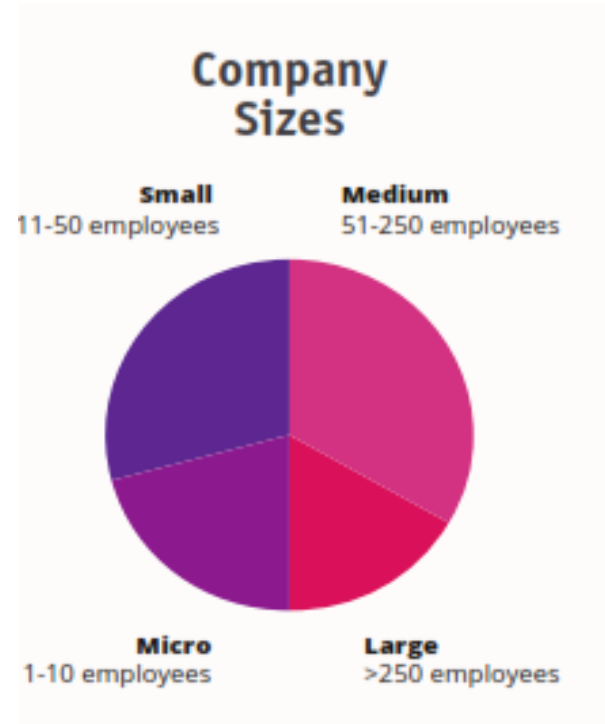
Competencies for a sustainable socio-economic development

Sustainability-driven business partners

Diversity of sectors



Diversity in size





CASE

Competencies for a sustainable
socio-economic development

Results of the needs analysis

- Framework of competencies to be fostered
- Suggestions for
 - Contents
 - Teaching and learning methods
 - Learning settings with cooperation formats





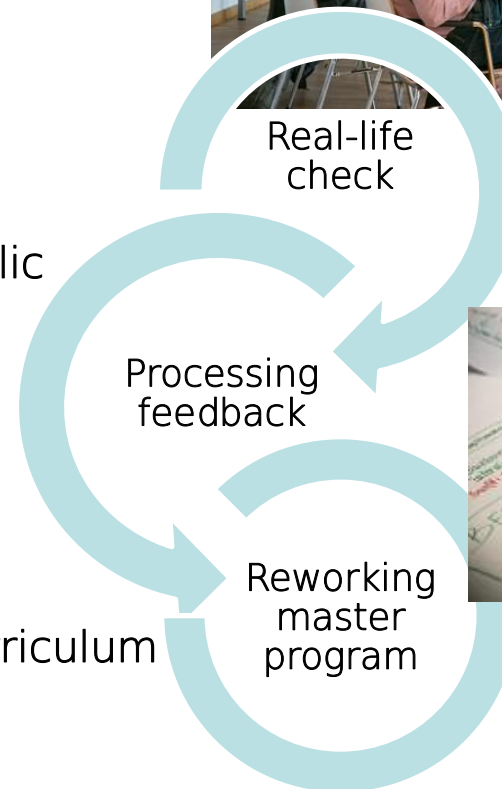
CASE

Competencies for a sustainable
socio-economic development

Multi-stakeholder approach

Series of 5 workshops

- with all stakeholder groups
 - Teachers
 - Sustainability-driven entrepreneurs/businesses
 - Students
- in 3 regions
 - Austria, Germany, Czech Republic
- discussing
 - Competencies
 - Contents
 - Teaching and learning methods
 - Cooperation formats
 - Draft versions of the master curriculum



CASE Multistakeholder
Workshop,
Wiener Stadtwerke Holding,
December 2016



Universität Vechta
University of Vechta

This project is financed by the Erasmus+ Programme





CASE

Competencies for a sustainable
socio-economic development

Multi-stakeholder approach

Success factors

- Participative and interactive formats
 - professional facilitation: performance approach, culture of dialoge, encouraging processual learning
 - heterogenous participants from all target groups
- Emerged social learning through diverse experiences, reflection, generalisation and transfer



CASE Multi-stakeholder Workshop,
Wiener Stadtwerke Holding, December 2016





CASE

Competencies for a sustainable socio-economic development

Topics and pedagogical approaches

Sustainability-Driven Entrepreneurship Joint Master Program



Pedagogical framework of the CASE master program





CASE

Competencies for a sustainable socio-economic development

First outline of the master's programme

CASE-Master program on Sustainability-driven Entrepreneurship

Target: Fostering competencies for sustainability-driven Entrepreneurship to support a sustainable socio-economic transformation in society

Target Group: All students interested in Sustainability-driven Entrepreneurship/Intrapreneurship

Bridging courses				ECTS
Semester 1	1.1 Transformation and Sustainability	1.2 Sustainable Economy	1.3 Interactions in multi-scales	5.1 Personal Development and coaching 1 30
	Transformation and Sustainability	Sustainable Economy	Interactions in multi-scales	
	First Week Challenge - Defining 'Sustainability-driven Entrepreneurship'	Excursions to Pioneers Methodology and Tools 1	Regional Sustainability Challenge - 1/2 Methodology and Tools	
Semester 2	3.1 Pioneers of Sustainability: Intra- and Entrepreneurship	3.2 Sustainable Organisation and Management	2.1 Processes and Management of Innovation	5.2 Personal Development and coaching 2 30
	Pioneers of Sustainability: Intra- and Entrepreneurship	Sustainable Organisation and Management	Processes and Management of Innovation Methods on innovation management	
	Impact	Finance	2.2 Regional Sustainability Challenge 2/2	
Semester 3	4.1 New institutional settings and Multistakeholder networks	6.1 Elective Courses for specialization	6.2 Regional Hot Spots and thematic challenges	5.3 Personal Development and coaching 3 30
	New institutional settings and Multistakeholder networks	Elective Courses for specialization <i>OR</i> Internship	Regional Hot Spots and thematic challenges	
Semester 4	4.2 Multistakeholder conference	6.3 Internship	5.4 Master Thesis	
	Multistakeholder conference	Internship <i>OR</i> Elective Courses for specialization	Master Thesis	





CASE

Competencies for a sustainable
socio-economic development

Pilots

Testing different cooperation formats with (business) partners in all regions

- Service-learning
- Participatory research
- Guest lecturers as role models and for feedback
- Part-time internships to realise projects autonomously

Pilots

The next step in WP 5 and WP 6 of the CASE project is to pilot some of the courses or whole modules as proposed in the [CASE master program draft](#).

During this phase the different regions of the CASE project will test and evaluate courses that address the outlined contents and use the recommended methods.

Doing this, a strong focus will be on testing different cooperation formats between higher education institutions (HEIs) and business partners as well as innovative teaching methods for transdisciplinary teaching and learning with a particular focus on sustainability-driven entrepreneurship.

Vienna Pilot

One of these activities is a new edition of the “Sustainability Challenge” being an inter- and transdisciplinary university course on sustainable development in cooperation with four Viennese universities.



The initiative educates leaders of tomorrow through service learning projects and encourages students to develop their own business solution together with business partners.

[Find out more about the Sustainability Challenge](#)



Universität Vechta
University of Vechta

This project is financed by the Erasmus+ Programme





CASE

Competencies for a sustainable
socio-economic development

Knowledge Platform

Sharing knowledge and ideas with interested universities, teachers, business partners and students

- Outline of **modules**
- Experiences and outcomes from **pilots**
- **Guide**, how to structure and organise different cooperation formats
- **Material** on teaching and learning methods for teachers
- **Background knowledge** on teaching and learning approaches

Service Learning

Definition

The basic theory of service-learning is Dewey's: the interaction of knowledge and skills with experience is key to learning.

Students learn best not by reading the Great Books in a closed room but by opening the doors and windows of experience. Learning starts with a problem and continues with the application of increasingly complex ideas and increasingly sophisticated skills to increasingly complicated problems.

Phase 1 – Planning

Anim pariatur cliche reprehenderit, enim eiusmod high life accusamus terry richardson ad squid. 3 wolf moon officia aute, non cupidatat skateboard dolor brunch. Food truck quinoa nesciunt laborum eiusmod. Brunch 3 wolf moon tempor, sunt aliqua put a bird on it squid single-origin coffee nulla assumenda shoreditch et. Nihil anim keffiyeh helvetica, craft beer labore wes anderson cred nesciunt sapiente ea proident. Ad vegan excepteur butcher vice lomo. Leggings occaecat craft beer farm-to-table, raw denim aesthetic synth nesciunt you probably haven't heard of them accusamus labore sustainable VHS.

Phase 2 – Preparation

Phase 3 – Action

Learning objectives

- Relationships with community
- Academic rigour
- Reciprocity
- Critical reflection of experience
- Real life experiences

Cooperation

- Relationships with community
- Academic rigour
- Reciprocity
- Critical reflection of experience
- Real life experiences

Supporting material

- Interview Amanda Cisterlin La Mont





CASE

Competencies for a sustainable
socio-economic development

Master implementation

Challenges

- Structural differences (number of credits, number of modules, beginning and end of semesters, forms of assessment,...)
- Implementing the programme at all partner universities

Transnational implementation with

- Enrollment universities
- Mobility universities





CASE

Competencies for a sustainable
socio-economic development

We are happy to discuss your ideas and
interests. Please contact us!

Prof. Dr. Marco Rieckmann

marco.rieckmann@uni-vechta.de

04441-15.481

<http://www.case-ka.eu/>



Universität Vechta
University of Vechta

This project is financed by the Erasmus+ Programme

