Munich Summer School of Applied Sciences 2020

Course description

- Course title: Sustainable Entrepreneurship
- Hours per week: 20h/week, 2 weeks
- Number of credits allocated/ work load:
  a) 40 contact hours
  b) 3 (Qutr.) US credits recommended
  c) 4 ECTS credits
- Course contents:

  1) The course gives participants the opportunity to learn about entrepreneurship in a hands-on, team-based and fun format. Rather than listening to lectures, the students work in interdisciplinary teams and learn how to identify opportunities, develop innovation solutions to solve them and design a business model to deliver the ideas successfully to the market.

  2) The main theme of the course is Sustainability and students will be searching for innovative ideas that have the potential to generate a meaningful impact on the environment and society.

  3) Content:
     a) Entrepreneurship and entrepreneurial spirit
        ▪ introduction, overview and definition
        ▪ innovation process: Identifying opportunities, market research, creating solutions, developing a business models; creativity techniques; value proposition
b) How to identify business opportunities
C) Apply creativity methods to develop innovative ideas
D) Design business models to bring ideas to the market
E) How to prototype ideas and get quick validation from potential customers
F) How to pitch your idea to investors, partners and stakeholders

- **Prerequisites:** enthusiasm for innovation, teamwork

- **Objective of the course/learning outcome:** entrepreneurship in theory and practice (creativity, knowledge, holistic perspective, teamwork); sustainable business models.

- **Recommended reading:**
  - IDEO: Human Centered Design Toolkit, [http://goo.gl/LZzYAq](http://goo.gl/LZzYAq)
  - Ries, Eric (2011): The Lean startup

- **Teaching methods:** project work in teams with close mentoring of the instructors

- **Assessment methods:** Assessment of project work: final

- **Language of instruction:** English

- **Name of lecturers:**
  - Prof. Dr. Klaus Sailer (Strascheg Center for Entrepreneurship, Munich)
  - Prof. Thomas M. Katona (California Polytechnic State University)