



Sustainable Entrepreneurship: Getting Started

Prof. Dr. Frank-Martin Belz
Technische Universität München
TUM School of Management

Dr. Jakob Assmann
Co-Founder Polarstern Energie
Co-Entrepreneur Impact Hub Munich

Master Course
TUM School of Life Sciences
Weihenstephan

Summer term 2017

I. COURSE DESCRIPTION

In this master course we want to invite and inspire students to make a difference. We introduce them to the theory and practice of sustainable entrepreneurship, pursuing the triple bottom line of economic, ecological and social goals. We present the sustainable business model canvas as a tool for the students to explore their own ideas and to develop a sustainable business in the area of life sciences. We take a step-by-step approach by: developing a sustainable and customer value proposition; describing key activities, resources and partners; and identifying revenues and cost. In the end of the course each student team will present their refined sustainable business model in the form of a pitch.

The course is mainly targeted at master students from the TUM School of Life Sciences Weihenstephan and the Master Consumer Affairs (MCA). Exchange students are also highly welcome. A special feature of the master course is the co-teaching by an academic and a practitioner with a mutual interest in the theory and practice of sustainable entrepreneurship. The course is eligible for 6 credit points. Participation is limited to 30 students.

II. COURSE OBJECTIVES

The overall objectives of the course are to:

1. Understand the theory and practice of sustainable entrepreneurship

2. Perceive social and ecological problems as entrepreneurial opportunities;
3. Appreciate and apply the sustainable business model canvas;
4. Develop a sustainable business model;
5. Enhance social and communication skills.

III. EVALUATION OF LEARNING

A. Oral Presentation

In the end of the master course each team will present their sustainable business model in the form of a brief pitch.

B. Written Paper

In the end of the master course each team will submit a written paper, presenting their sustainable business plan. The written paper is due two weeks after the oral presentation (max. 10,000 words).

IV. GRADING POLICY

Oral Presentation	25%
Written Paper	75%

V. CLASS SCHEDULE

#	Day	Time	Contents	Lecturer	Room
1	3.5.2017	13:15-14:45	Introduction to Sustainable Entrepreneurship	Prof. Dr. Frank-Martin Belz Dr. Jakob Assmann	WZW HS6
2		15:15-16:45	Polarstern: Good Energies with Passion and Purpose		
3	17.5.2017	13:15-14:45	Identifying the Sources of Sustainable Entrepreneurship	Prof. Dr. Frank-Martin Belz Dr. Jakob Assmann	WZW HS6
4		15:15-16:45	Idea Pitching and Team Forming		
5	24.5.2017	13:15-14:45	Introduction to Sustainable Business Model Canvas	Prof. Dr. Frank-Martin Belz Dr. Jakob Assmann	WZW HS6
6		15:15-16:45	Sustainable and Customer Value Proposition		
7	31.5.2017	13:15-14:45	Visiting Impact Hub Munich	Dr. Jakob Assmann	Munich
8		15:15-16:45	Developing your Sustainable Business Model I		

9	14.6.2017	13:15-14:45	Visiting UnternehmerTUM and the MakerSpace in Garching	Prof. Dr. Frank-Martin Belz	Garching
10		15:15-16:45	Developing your Sustainable Business Model II		
11	21.6.2017	13:15-14:45	Further Developing your Sustainable Business Model I	Prof. Dr. Frank-Martin Belz Dr. Jakob Assmann	WZW HS6
12		15:15-16:45	Further Developing your Sustainable Business Model II		
13	28.6.2017	13:15-14:45	Pitching your Sustainable Business Model I	Prof. Dr. Frank-Martin Belz Dr. Jakob Assmann	WZW HS6
14		15:15-16:45	Pitching your Sustainable Business Model II		

VI. Instructors' profiles

Prof. Dr. Frank-Martin Belz

Frank-Martin Belz holds the Chair of Corporate Sustainability Brewery and Food Industry at the TUM School of Management (<http://www.sustainability.wi.tum.de>), and leads the Center for Life Sciences and Management (<http://www.lifesciences.wi.tum.de>). Frank-Martin Belz studied Business Administration at the University of Giessen and the University of Mannheim (Germany). He did his PhD in Business Administration at the University of St. Gallen (Switzerland), where he has also been Assistant and Associate Professor. Frank-Martin Belz was the coordinator of the large-scale research project "Sustainable Lifestyles 2.0: End User Integration, Innovation, and Entrepreneurship (EU-InnovatE)", funded by the European Commission under Socio-Economic Sciences and Humanities of the EU's Research Framework Programme 2014-2016 (<http://eu-innovate.com>). Frank-Martin Belz focuses his research and teaching on sustainable entrepreneurship with a special emphasis on life sciences.

Dr. Jakob Assmann

Jakob Assmann is the co-founder of Polarstern, a green utility company and pioneer in the development of sustainable energy solutions (<https://www.polarstern-energie.de>), and co-entrepreneur at the Impact Hub Munich (<http://munich.impacthub.net>). The Impact Hub Munich is part of a global network of Impact Hubs that offer a unique ecosystem of resources, inspiration, and collaboration opportunities to grow positive impact. Jakob earned a Diploma in Business Administration, a Master of Business Research and a PhD in Business Administration from LMU Munich (Germany) as well as an MBA from Colorado State University (USA). He is a guest lecturer at various universities and institutions like the LMU Munich, the TU Munich, the Center for Digital Technology Management or the Social Entrepreneurship Academy.

Freising/Munich , the 15th of February 2017