



Sustainable Entrepreneurship – Theoretical Foundations

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Technische Universität München
TUM School of Management

Course for
Master in Technology and Management (TUM-BWL)
and Master Consumer Affairs (MCA)

Summer term 2017

I. COURSE DESCRIPTION

Entrepreneurship plays a key role in the transformation towards sustainable development. There is a growing scholarly interest in the field of sustainable entrepreneurship, pursuing the triple bottom line of economic, ecological and social goals. In this course we will investigate the theory and empirical evidence of sustainable entrepreneurship. We start with the definition of sustainable entrepreneurship, and differentiate it from related concepts. Furthermore, we discuss the process of sustainable entrepreneurship, exploring sustainable opportunity recognition, development and exploitation.

The course is mainly offered for students of the Master Degree Programme in Management and Technology and the Master Consumer Affairs. Exchange students are also highly welcome. The course is eligible for 6 credit points. Participation is limited to 30 students.

II. COURSE MATERIALS (tbd)

The listed journal articles and papers will be provided as pdf files.

III. COURSE OBJECTIVES

The overall objectives of the course are to:

1. Investigate the theory of sustainable entrepreneurship;
2. Understand what sustainable entrepreneurship is and what it is not;
3. Describe and explain the process of sustainable entrepreneurship;
4. Perceive social and ecological problems as entrepreneurial opportunities;
5. Understand how entrepreneurial opportunities for sustainable development are recognized developed and exploited;
6. Critically discuss and evaluate the promise of sustainable entrepreneurship.

V. EVALUATION OF LEARNING & GRADING POLICY

The grading is based on a written exam in the last session of the seminar (180 minutes). We will provide three different essay topics based on our class discussions and the literature provided before each class. Students choose one out of three questions. Grading will be based on structure, critical discussion and theoretical foundation of the reflection essay.

VI. CLASS SCHEDULE

#	Date	Contents	Lecturer
1&2	27.04.2017 (9.45-13.00)	Introduction: The nexus of sustainable development and entrepreneurship	Prof. Dr. Frank-Martin Belz
3&4	04.05.2017 (9.45-13.00)	Sustainable entrepreneurship: What it is and what it is not	Prof. Dr. Frank-Martin Belz
5&6	18.05.2017 (9.15-13.00)	The process of sustainable entrepreneurship	Prof. Dr. Frank-Martin Belz
7&8	01.06.2017 (9.15-13.00)	Opportunity recognition in sustainable entrepreneurship Group work	Prof. Dr. Frank-Martin Belz
9&10	08.06.2017 (9.15-13.00)	Opportunity development in sustainable entrepreneurship Guest lecture	Anna-Lena Siegert
11&12	22.06.2017 (9.15-13.00)	Opportunity exploitation in sustainable entrepreneurship	Christina Hertel

		Guest lecture	
13& 14	29.06.2017 (9.15-13.00)	Entrepreneurial teams in sustainable entrepreneurship Group work	Anna-Lena Siegert
15& 16	06.07.2017 (9.15-13.00)	Community entrepreneurship and hybrid organizing Exam preparation	Christina Hertel
17	20.07.2017 (9.15-13.00)	Exam	Anna-Lena Siegert & Christina Hertel

VII. Instructors

Prof. Dr. Frank-Martin Belz

Frank-Martin Belz holds the Chair of Corporate Sustainability Brewery and Food Industry at the Technical University of Munich (TUM School of Management), and leads the Center for Life Sciences and Management. 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. Frank-Martin Belz dedicates his research and teaching to sustainable entrepreneurship.

<http://www.sustainability.wi.tum.de>

<http://www.lifesciences.wi.tum.de>

<http://eu-innovate.com>

Christina Hertel (M.Sc.)

Christina Hertel is a research assistant and PhD student at the Chair for Corporate Sustainability Brewery and Food Industry at the Technische Universität München (TUM School of Management). She has been working at the Chair for Corporate Sustainability since 2013, where she assisted in the large-scale EU project EU-InnovatE, dealing with user and sustainable entrepreneurship. She holds a Bachelor’s degree in Management and Technology and a Master’s degree in Sustainable Resource Management (both from TUM). Since she graduated with distinction in 2016, she focuses on sustainable entrepreneurship and community entrepreneurship.

Anna-Lena Siegert (M.Sc.)

Anna-Lena Siegert is a research assistant and PhD student at the Chair for Corporate Sustainability Brewery and Food Industry at the Technische Universität München (TUM School of Management). In summer 2016, she graduated with distinction from the European Master’s programme in Consumer Affairs at TUM. The studies provided her with excellent background knowledge in the academic field of sustainable entrepreneurship. In her dissertation, she focuses on entrepreneurial teams in new sustainable ventures.

Munich, the 7th of February 2017