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<b>Course title:</b>	Sustainable & Social Business
<b>Track:</b>	A-Track
<b>Language of instruction:</b>	English
<b>Contact hours:</b>	72 (6 per day)
<b>ECTS-Credits:</b>	6

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### **Course description**

In this course, we introduce the students to sustainable and social entrepreneurial thinking and acting by teaching them state-of-the-art tools and methods applied by companies and start-ups worldwide, which students could use to turn their own ideas into actual green and social business ventures. The students receive an overview on topics, such as corporate planning, social start-up finance and pitching. Besides examining how to create the more traditional business plan, we will particularly focus on the following tools: Design Thinking, Systems Thinking, Value Proposition Canvas and Business Model Canvas. Furthermore, we look into creativity techniques, which can help to generate business ideas and the most relevant tools needed to make use of one's own research results. The students will apply the newly learned tools and methods by analyzing existing case studies and developing their own business ideas.

Moreover, the students will gain a better understanding of the actual meaning of "sustainability" and learn which aspects and topics they need to focus on in order to develop modern and sustainable business models. During the analysis of existing case studies, the students will also learn about the "social business" approach and compare this with non-social business approaches.

The course offers a mix of theoretical input as well as creative and practical group work, which encourages the participants to think and act like a social and green entrepreneur.

In addition, the students receive the opportunity to learn more about the social start-up ecosystem of Berlin during our excursion to the Social Impact Lab (an incubator for social Start-ups), Cayoubo (a green start-up), Berlin Sparkasse (the most important bank in the Start-up sector in Berlin) and Jyoti Fair Works.

### **Student profile**

The course is designed for students with different academic backgrounds and a general interest in green and sustainable business development.

### **Prerequisites**

None.

### **Required language skills**

The language of instruction is English. Language proficiency on an advanced Intermediate level (Mittelstufe II) is a prerequisite for participation. For orientation purposes, you can assess your language skills here (Common European Framework of Reference for

Languages (CEFR):

<https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=090000168045bb52>

**Course Requirements**

- 1.) Attendance and class participation
- 2.) Test
- 3.) Presentation

**Grading**

Attendance and class participation: 40%

Test: 30%

Presentation: 30%

**Literature**

A course reader will be provided.

**Course schedule**

Date	Program*
Monday, June 01, 2020	<p><b>Topic: The green business mindset</b>                      Introduction and overview of the course, in which the students will learn about the mindset of an entrepreneur and understand the difference between an entrepreneur vs. a social/green entrepreneur. In addition, several team building activities serve as a starting point for the course.</p> <p>In addition, we will develop a common understanding of what a sustainable business is and analyze which specific topics we should tackle in order to follow a business approach that focuses on sustainability.</p> <p>What type of entrepreneurs and start-up founders are there? What does it mean to run a social/green business? How can you develop an effective start-up team?</p>
Thursday, June 04, 2020	<p><b>Topic: Developing mind-blowing ideas</b>                      We will examine several globally used, state-of-the-art business tools and methods, such as creativity tools, Design Thinking and SIT. These will all be applied to the students' own practice business cases.</p> <p>Furthermore, we will integrate a start-up sustainability approach when tackling the fundamental idea of business cases.</p> <p>How can you develop a mind-blowing idea? How do you apply creativity tools to green businesses? How can we think inside the box?</p>

<p>Monday, June 08, 2020</p>	<p><b>Topic: Developing sustainable business models</b>                  The students will become familiar with the Business Model Canvas, use it to continue working on their own projects and learn how to develop not just any business model but sustainable business models. Furthermore, they will be introduced to the Value Proposition Canvas as a tool that can help to critically analyze the value provided by the green business.</p> <p>We will also find new approaches with our business cases to tackle social problems by using the United Nations Global Goals.</p> <p>How can you integrate sustainability into your business model? How can you create a sustainable value proposition?</p>
<p>Thursday, June 11, 2020</p>	<p><b>Topic: Social entrepreneurship ecosystem in Berlin Excursion to the “Social Impact Lab”</b>                  We will go on an excursion to the Social Impact Lab where the students learn about the role this institution plays in the Berlin social entrepreneurship ecosystem. The students will also learn about the particularities that founding a social/green start-up involves, including special funding and support programs.</p>
<p>Monday, June 15, 2020</p>	<p><b>Topic: Developing sustainable organizations</b>                  The students will be introduced to the Systems Thinking method and Blue Ocean Strategy and how these can be applied to green and social businesses.</p> <p>How can visualization help green businesses? How can I enter into a green market segment?</p>
<p>Thursday, June 18, 2020</p>	<p><b>Topic: Social business in Berlin Excursion to “Jyoti Fair Works”</b>                  We will go on an excursion to Jyoti Fair Works where the students will learn about the challenges that social business face especially during the early years of founding their business. The start-up members will also talk about the key learnings they have gained through their experiences.</p>
<p>Monday, June 22, 2020</p>	<p><b>Topic: Business planning and development</b>                  The students will compare the Business Model Canvas with the more traditional Business Plan with a focus on the latter. They will learn what aspects are important regarding each chapter of the business plan in order to set up a green and sustainable company.</p> <p>How can you set your business plan apart from others? How can you integrate and highlight the sustainability aspects of your business?</p>

Thursday, June 25, 2020	<p><b>Topic: Sustainable entrepreneurship</b>  <b>Excursion to the green Start-up “Cayoubo”</b>                  We will go on an excursion to Cayoubo and receive an overview of the production process, learn how the products are created and what calculations lie behind every step of the way. The start-up employees also share their key learnings from their experiences in a Q&amp;A session.</p>
Monday, June 29, 2020	<p><b>Topic: Pitching</b>                  The students will become familiar with a variety of pitching techniques and understand how they can deliver a convincing pitch themselves. They will practice storytelling and apply the Golden Circle model to their business case projects to see how they can significantly improve the quality of a pitch.</p> <p>How can start-ups really shine when they give a pitch?                  How can you highlight the green and sustainable aspect of your business when presenting your project?</p>
Thursday, July 02, 2020	<p><b>Students’ Presentations</b></p>
Monday, July 06, 2020	<p><b>Final Test, Wrap Up, Q&amp;A, Reflection &amp; Evaluation</b></p>
Thursday, July 09, 2020	<p><b>Topic: The essentials of start-up finance</b>  <b>Excursion to the “Berliner Sparkasse”</b>                  We will go on an excursion to the Berliner Sparkasse during which the students will learn what requirements green business concepts have to meet in order to qualify for funding. Using best-case examples, the students gain an understanding of how this bank in Berlin supports local entrepreneurs, especially in the social/green segments.</p>

\*Field trips are subject to change depending on the availability of appointments and speakers. On field trip days, class hours may be adjusted.