



Course and Examination Fact Sheet: Spring Semester 2015

8,024: High Tech Start-up Management

ECTS credits: 3

Overview examination/s

(binding regulations see below)

Decentral - Group examination paper (all given the same grades) (50%)

Decentral - Presentation (in groups - all given the same grades) (30%)

Decentral - Active participation (20%)

Attached courses

Timetable -- Language -- Lecturer

[8,024,1.00 High Tech Start-up Management](#) -- English -- [Kuttruff Jürgen](#), [Grichnik Dietmar](#)

Course information

Course prerequisites

The seminar aims at students of the University of St. Gallen and ETH Zürich who are either motivated to push their own business idea forward or are willing to further develop a fellow student's idea.

They should be interested in knowledge- or research-oriented business ideas with technology focus and perceive entrepreneurship as a career perspective.

To guarantee a high standard of entrepreneurial thinking students, we require a letter of motivation (1 page) for admission. In this, you should describe your business idea and your entrepreneurial motivation.

Interested students send their letter of motivation together with their CV via E-Mail to Dorina Thiess (dorina.thiess@unisg.ch) no later than 03.02.2015. Accepted students will be informed by 10.02.2015.

During the kick-off session, teams will be built based on their application and idea votings. Preferences on teams can be given in the motivation letter. The processing and elaborateness of each proposed idea cannot be guaranteed.

If you have any questions on the course, please contact Dorina Thiess (phone: 071 224 7213)

Course content

The seminar gives insights into conceptual knowledge and methods for the development of scalable business models. Through the exchange of students of different disciplines, lecturers, entrepreneurs and investors, interdisciplinary teamwork should get improved. Thereby, the students' innovative ideas will become oriented towards the market. The aim is to form balanced groups of students, ideas and teams out of the HSG and the ETH Zurich.

The task throughout the course will be to develop a technology oriented, knowledge-intensive and sustainable business idea in teams of two to four students. Emanated from the business idea, students will develop a business model which shows in detail the sustainability over a medium term. The subsequent quantification of the business model will lead to a comprehensive business concept, which has to be visualised and presented in form of a pitch deck. The students will be coached intensively by the lecturers. The connection to practice is provided by the involvement of entrepreneurs and investors.

Throughout the course, additional information about company and equity financing (Venture Capital, Mezzanine, Private Equity) will be taught. Highly promising business ideas can be promoted further by the lecturers and the team of [Startup@HSG](#).

Course structure

The seminar consists mainly of four days/parts (all-day sessions) - the first two days will take place in St. Gallen (HSG), the last two days in Zurich (ETH).

1st day - The business idea and team-matching, Mon., 30.03.2015, 09:00 - 17:00, St. Gallen, HSG 58-515, Tellstrasse 2

2nd day - The business model, Tue., 31.03.2015, 09.00 - 17.00, HSG 58-515, Tellstrasse 2

3rd day - Metrics and financials. Wed., 01.04.2015, 09.00 - 17.00, Zurich, ETH HG F 26.1

4th day - The business concept presentation, Thu., 02.04.2015, 09.00 - 17.00, Zurich, ETH HG F 26.1



5th part – Submission of the final business concept version, Fri., 01.05.2015

All four study days consist of keynote speeches, discussions with experts and workshops, in which students further develop their business models as well as their presentation which they will present at the end of the lectures. This so called pitch-presentation (Pitch-Deck) itself contains all the essential aspects of a business concept and requires careful development. This requires a high degree of personal responsibility and commitment ahead, during and after the individual presentations. Following the days of attendance, students have four weeks in which they are obliged to complement their presentation version of the business concept with complementing and more detailed product-, technology-, market-, competition- and financial aspects as well as to integrate the feedback from the jury. This final document has to be submitted by 1st of May 2015.

Travel costs will not be reimbursed. Every student organises his/her travel arrangement on his/her own. For students of the University of St.Gallen is a contingent of 20 students (maximum admissible) available.

Course literature

Steven Blank: Four Steps to the Epiphany, 2013, K&S Ranch
Alexander Osterwalder, Yves Pigneur, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, 2010, John Wiley & Sons.
Eric Ries: The Lean Startup, 2012, Redline Wirtschaft.

Additional course information

none

Examination information

Examination sub part/s

1. Examination sub part (1/3)

Examination time and form

Decentral - Group examination paper (all given the same grades) (50%)

Remark

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Examination-aid rule

Term papers

- Term papers must be written without anyone else's help and in accordance with the known quotation standards, and they must contain a declaration of authorship.
- The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the APA or MLA standards. The indications of the sources of information taken over verbatim or in paraphrase (quotations) must be integrated into the text in accordance with the precepts of the applicable quotation standard, while informative and bibliographical notes must be added as footnotes (recommendations and standards can be found, for example, in METZGER, C. (2013), Lern- und Arbeitsstrategien (11th ed., 3rd printing). Aarau: Sauerländer).
- For any work written at the HSG, the indication of the page numbers both according to the MLA and the APA standard is never optional.
- Where there are no page numbers in sources, precise references must be provided in a different way: titles of chapters or sections, section numbers, acts, scenes, verses, etc.
- For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGOREK R. et SCHINDLER B. (2014), Juristisches Arbeiten: Eine Anleitung für Studierende (5. Auflage), Zürich: Schulthess, or the recommendations of the Law School).

Supplementary aids

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Examination languages

Question language: English



Answer language: English

2. Examination sub part (2/3)

Examination time and form

Decentral - Presentation (in groups - all given the same grades) (30%)

Remark

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Examination-aid rule

Practical examination

No examination-aid rule is necessary for such examination types. The rules and regulations of the University of St. Gallen apply in a subsidiary fashion.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

3. Examination sub part (3/3)

Examination time and form

Decentral - Active participation (20%)

Remark

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Examination-aid rule

Practical examination

No examination-aid rule is necessary for such examination types. The rules and regulations of the University of St. Gallen apply in a subsidiary fashion.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

Examination content

will be given in the course

Examination relevant literature

will be given in the course



Please note

We would like to point out to you that this fact sheet has absolute priority over other information such as StudyNet, faculty members' personal databases, information provided in lectures, etc.

When will the fact sheets become binding?

- Information about courses and examination time (central/decentral and grading form): from the start of the bidding process on 22 January 2015
- Information about decentral examinations (examination-aid rule, examination content, examination relevant literature): after the 4th semester week on 16 March 2015
- Information about central examinations (examination-aid rule, examination content, examination relevant literature): from the start of the enrolment period for the examinations on 6 April 2015

Please look at the fact sheet once more after these deadlines have expired.