



Course and Examination Fact Sheet: Spring Semester 2015

8,216: Entrepreneurship

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Presentation (in groups - all given the same grades) (60%)

Decentral - Written examination (20%, 60 mins.)

Decentral - Active participation (20%)

Attached courses

Timetable -- Language -- Lecturer

[8,216,1.00 Entrepreneurship \(SIM\)](#) -- English -- [Casas i Klett Tomas](#)

Course information

Course prerequisites

There are no formal pre-requirements for our course. Yet you must be passionate about high-growth potential start-ups and in creating new wealth on a substantial scale. You will be prepared to work long and intense hours with your Venture Team colleagues and will figure out an innovative and sustainable business model for your venture. Creativity, perseverance and the ability to work as a Top Team are all personal qualities that will be put to the test throughout this course.

Course content

International Entrepreneurship provides the (i) practical and (ii) theoretical foundations of entrepreneurship understood as firm creation and related decision-making and teamwork processes. The aim of a start-up is new wealth generation, which requires a scalable, potential high-growth business model which is mainly achieved through innovation. Bleeding edge concepts from entrepreneurship research and case studies will be embedded and discussed along three plus one master dimensions:

- You and your top team as decision-makers: how will you and your team identify, evaluate, and decide to pursue (or to stop!) innovation – both as entrepreneurs or as intrapreneurs. The world is your playground and you will be expected to take advantage of the global marketplace, international supply chains and a multi-national talent pool.

- Entrepreneurship, the subject examined in depth and as part of the larger picture of economic development and societal progress. Wealth creation in multiple international settings such as America, China, India, Russia, economic theory and what entrepreneurship is not are all going to be covered.

- Entrepreneurial practice and tactics: The course will cover a series of grounded aspects that ought to help you with the course project (the TeamVenture) and beyond. You will be exposed to and asked to develop business plans, ideas of how to monetize your value proposition, approaches to attract venture capital and financing, the art of deal-making, life-cycle management, clear business models, while thinking of matters such as exit, success/failure base rates, and sting and randomness of venturing.

Our course has a strong tactical, soft-skill component, a take-away with practical value for those students planning to actually jump into the ocean and try their luck.

- Soft skills for you, team player and leader. We will examine emotions, the types of biases, heuristics you will leverage as an individual and as a team to overcome insurmountable obstacles and sell, monetize your idea. The ability to work as a diverse and yet cohesive group where different team members contribute and bear collective responsibilities, and manage the challenges of a start up, despite not-knowing and in the face of uncertainty.

The course content is divided into Theory and Praxis delivery blocks.



Course structure

The course will meet during seven sessions. The kick-off Session I will introduce the course and lead to team formation. Session II will revolve around the students' Team Ventures and will confirm each start-up projects (go-ahead). Sessions III throughout V will consist of three Blockseminar full days, which will focus on the theoretical aspects of the course and also have a strong team exercises component (clarifying the revenue model, valuation, etc). Session VI will see students present to a panel of mentors, investors and faculty their venture (the "Pitch"). The final Session VII will hone on the entrepreneurial team dynamics and discuss whether the teams were true 'top' teams.

- 1 Course Kick-off
- 2 Venture Confirmation
- 3 Blockseminar Day 1
- 4 Blockseminar Day 2
- 5 Blockseminar Day 3
- 6 TeamVenture pitch & presentation
- 7 We as Top Venture Team

In parallel to the seven sessions there will be regular interactions between the VentureTeams and the course mentors and faculty. The interaction will be aimed at providing guidance to the ventures and answering questions, so that the ventures are scalable, feasible and innovative.

Course literature

All details will be provided shortly before the course session

Additional course information

For any further information about the course you are encouraged to contact tomas.casasiklett@unisg.ch

Examination information

Examination sub part/s

1. Examination sub part (1/3)

Examination time and form

Decentral - Presentation (in groups - all given the same grades) (60%)

Remark

Final Team presentation

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

2. Examination sub part (2/3)



Examination time and form

Decentral - Written examination (20%, 60 mins.)

Remark

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Examination-aid rule

Extended Closed Book

The use of aids is limited; any additional aids permitted are **exhaustively** listed under "Supplementary aids". Basically, the following is applicable:

- At such examinations, all the pocket calculators of the Texas Instruments **TI-30** series and bilingual dictionaries without hand-written notes are admissible. Any other pocket calculator models and any electronic dictionaries are inadmissible.
- In addition, any type of communication, as well as any electronic devices that can be programmed and are capable of communication such as notebooks, tablets, PDAs, mobile telephones and others, are inadmissible.
- Students are themselves responsible for the procurement of examination aids.

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

The Entrepreneurship course consists of three examination parts:

(1) Team Venture Assignment & Pitch: 60% of grade

- Students will form teams (of 3 or 4) and develop a plan for an entrepreneurial venture, to be presented (the pitch) to faculty and mentors, investors

(2) Written Individual Exam: 20% of grade

- Based on Blockseminar lectures that will cover the main theories and ideas fundamental to entrepreneurship. Exam will occur during in class, closed book, consist of 5 questions each answerable in a length not to exceed 1/2 page. Total required exam time, 45 minutes.

- Content based on In class presentation slides (will be made available on Studynet), In class discussion, ideas and basic concepts on entrepreneurship



(c) Participation: 20% of grade

- Based on how you, the student, engage in class and add value to the collective learning process

Examination relevant literature

For the in-class written individual exam, faculty will provide a powerpoint stack covering the relevant material.

Administrative requirements

The Entrepreneurship course consists of three examination parts:

(1) Team Venture Assignment & Pitch: 50% of grade

- Students will form teams (or 3 or 4) and develop a plan for an entrepreneurial venture, to be presented (the pitch) to faculty and mentors, investors

(2) In-class Exam: 30% of grade

- Based on Blockseminar lectures that will cover the main theories and ideas fundamental to entrepreneurship. Exam will be in class, closed book, will last 50 minutes, consist of 5 questions each answerable in a length not to exceed 1/2 page

(c) Participation: 20% of grade

- Based on how you, the student, engage in class and add value to the collective learning process

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.