



## Course and Examination Fact Sheet: Autumn Semester 2016

### 3,170: Entrepreneurship

ECTS credits: 4

#### Overview examination/s

(binding regulations see below)

Decentral - Group examination paper (all given the same grades) (30%)

Decentral - examination paper written at home (individual) (30%)

Decentral - Presentation (in groups - all given the same grades) (20%)

Decentral - Active participation (20%)

#### Attached courses

Timetable -- Language -- Lecturer

[3,170,1.00 Entrepreneurship](#) -- Englisch -- [Sirén Charlotta](#) , [Grichnik Dietmar](#)

#### Course information

##### Course prerequisites

None. You also don't have to have any pre-existing business idea. There will be time allotted to idea development in one of the first class.

##### Course content

The course provides insights into theoretical and practical elements of entrepreneurship. It is centered on the entrepreneurial process and the decisions that have to be made at every stage of the entrepreneurial process.

The course answers the following questions:

- What factors influence the identification, evaluation, and exploitation of entrepreneurial opportunities?
- How are business models and business plans created?
- What resources are relevant for the exploitation of entrepreneurial opportunities?
- How much empirical support exists for these theories?

The course introduces the students to the practical and theoretical foundations of entrepreneurship. For this purpose, it is divided in two parts:

The first six weeks of the course concentrate on the practical side of entrepreneurship. Topics include starting and managing a business, Lean Startup methods, the Business Model Canvas and Business Planning, as well as investors' viewpoint to investing in startups.

The second six weeks of the course are devoted to building theoretical knowledge of entrepreneurship. This includes different forms and meanings of entrepreneurial action, different evidence-based theories about the existence and causes of opportunities,



and various evaluation methods for entrepreneurial opportunities.

Each lecture is split in two halves, separated by a short break. In the first half of each session, instructors teach methods in a classic classroom setting. In the second half, students apply what they learned to the generation, devising, and assessment of their own business ideas. The course will conclude with group presentations that give students the opportunity to pitch their idea in front of a panel consisting of business experts and experienced entrepreneurs.

## Course structure

Class will take place every Monday from 12.30pm to 4pm. Every session consists of two blocks: in the first block, interactive lectures will introduce models and methods of entrepreneurship and describe elements of venture concepts. In the second block, students create, test, and develop their own business ideas further.

At the end of the course, students will pitch the business ideas they developed in the classroom and submit their term papers. The group paper is based on the team's business model and venture concept. For the individual paper, students will analyze a real entrepreneur and his/her business idea with theoretical insights gained from lectures and literature. The analyzed entrepreneur and venture concept can be based on an entrepreneur you know personally or somebody who is discussed in the media and literature.

## Course literature

### Mandatory reading:

Grichnik, D., Brettel, M., Koropp, C., & Mauer, R. (2010). *Entrepreneurship - Unternehmensches Denken, Entscheiden und Handeln in innovativen und technologieorientierten Unternehmungen*. Germany, Schäffer-Poeschel

### Optional reading:

Grichnik, D., Vogel, P., & Burkhard, B. (2015). *The Swiss Entrepreneurial Ecosystem Report 2015/2016*, Global Center for Entrepreneurship and Innovation (GCEI-HSG), University of St. Gallen

Kawasaki, G. (2015). *The art of the start 2.0: the time-tested, battle-hardened guide for anyone starting anything*. Penguin.

Osterwalder, A. & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Hoboken, N.J.: John Wiley & Sons.

Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). *Value Proposition Design: How to Create Products and Services Customers Want*. John Wiley & Sons.

Ries, Eric. (2011). *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation To Create Radically Successful Businesses*. New York, NY: Crown Business



Additional literature will be announced before the start of the course.

## Additional course information

The written group paper and the individual paper each account for 30% of the grade. The group presentations, including the first and second venture concept pitches, account for 20% of the grade. Due to the interactive elements of the course, active participation accounts for the remaining 20% of the grade.

## Examination information

### Examination sub part/s

#### 1. Examination sub part (1/4)

##### Examination time and form

Decentral - Group examination paper (all given the same grades) (30%)

##### Remark

Development of business model and venture concept

##### 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. (2015), Lern- und Arbeitsstrategien (11th ed., 4th 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

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## 2. Examination sub part (2/4)

### Examination time and form

Decentral - examination paper written at home (individual) (30%)

### Remark

Analysis of a real entrepreneur's business

### 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. (2015), Lern- und Arbeitsstrategien (11th ed., 4th printing). Aarau: Sauerländer).
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## Supplementary aids

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## Examination languages

Question language: English

Answer language: English

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## 3. Examination sub part (3/4)

### Examination time and form

Decentral - Presentation (in groups - all given the same grades) (20%)

### Remark

Evaluation of both venture presentations

### 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

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## 4. Examination sub part (4/4)

### Examination time and form

Decentral - Active participation (20%)

### Remark

Classroom attendance is mandatory

### 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

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## Examination content

Will be provided in the course.

## Examination relevant literature

Will be provided 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 25 August 2016
- Information about decentral examinations (examination-aid rule, examination content, examination relevant literature): after the 4th semester week on 17 October 2016
- Information about central examinations (examination-aid rule, examination content, examination relevant literature): from the start of the enrolment period for the examinations on 07 November 2016

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