



Course and Examination Fact Sheet: Autumn Semester 2018

3,170: Foundations of Entrepreneurship

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - examination paper written at home (individual) (40%)

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

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

Attached courses

Timetable -- Language -- Lecturer

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

Course information

Course prerequisites

None. To attend this course, you also do not need to have any pre-existing business idea. There will be time allotted to idea development in the first class.

Course content

The course provides insights into theoretical and practical elements of entrepreneurship, investigating the decisions at every stage of the entrepreneurial process. In this course, you will learn the answers to the following questions:

- How can one use the St.Galler Startup Navigator in new venture development?
- What factors influence the identification, evaluation, and exploitation of entrepreneurial opportunities?
- How are business models and venture concepts created?
- What resources are relevant for the exploitation of entrepreneurial opportunities?
- What are the central theoretical concepts of entrepreneurship?
- How much empirical support exists for these theories?

Moreover, this course requires the active application of the learned entrepreneurial methods. For this purpose, student groups come up with a set of venture ideas at the beginning of the course. As the semester progresses, they will go through initial idea validation processes to select the most promising idea. Then, they will develop all business areas related to this idea to create a feasible startup. This usually involves many iterations to the business idea and requires students to seek out potential customers and business partners.

Course structure

The course is divided into two parts:

The first six weeks of the course center on the practical side of entrepreneurship. Here, students develop their own business ideas and begin to validate them with the St.Galler Startup Navigator. Moreover, students learn about related business elements such as a potential investors' viewpoint on investing in startups. This first half of the course concludes with intermediate venture pitches, in which student groups pitch a selection of the business ideas they developed. With the feedback to the pitches, the students then choose the single most promising business idea that they want to focus on in the second half of the course.

The second six weeks of the course are devoted to building theoretical knowledge of entrepreneurship. This includes different forms and meaning of entrepreneurial action, different evidence-based theories about the existence and causes of opportunities, and various evaluation methods for entrepreneurial opportunities. Around halfway through this section, students submit their individual paper, in which they analyze a real entrepreneur and his/her business idea with theoretical insights gained from



lectures and literature. The practical sessions of this half of the course serve as a platform for students to develop the chosen venture idea further. The course concludes with a business idea pitch of the chosen idea in front of a panel of business experts and experienced entrepreneurs. After the course, students groups will submit their final term papers that describe the venture concepts.

Each lecture consists of two halves, separated by a short break. The first half of the sessions features interactive lectures that introduce models and methods of entrepreneurship as well as elements of venture concepts. The second half gives the students an opportunity to create, test, and develop their own business ideas in groups.

Note: Due to the heavy focus on assignments in the classroom, attendance is very important.

Course literature

Mandatory reading:

Grichnik, D. (2017). *Entrepreneurial Living. 7 Steps to Independence*. Amazon Kindle Direct Publishing.

Note: A German version of the book is also available. The content of the books is identical and you can use a copy in either language. Grichnik, D. (2016). *Entrepreneurial Living*. München: Carl Hanser Verlag.

Materials in English regarding the St.Galler Startup Navigator can be found on the corresponding website.

Optional reading:

Grichnik, D., Hess, M., Probst, D., Antretter, T., Pukall, B.. (2018). *Startup Navigator - Das Handbuch*. Frankfurt am Main: Frankfurter Allgemeine Buch

Grichnik, D., Brettel, M., Koropp, C. and Mauer, R. (2017). *Entrepreneurship-Unternehmerisches Denken, Entscheiden, und Handeln in innovativen und technologieorientierten Unternehmungen*. (2nd ed.). Stuttgart: Schäffer-Poeschel.

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

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

Additional literature will be announced in the first session.

Additional course information

The individual paper accounts for 40% of the grade, while the written group paper and presentations each account for 30% of the grade.

Examination information

Examination sub part/s

1. Examination sub part (1/3)

Examination time and form

Decentral - examination paper written at home (individual) (40%)

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. (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., OGORÉK R. et SCHINDLER B. (2018, Juristisches Arbeiten: Eine Anleitung für Studierende (6. 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 - Group examination paper (all given the same grades) (30%)

Remark

Grades may include peer evaluations.

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

3. Examination sub part (3/3)



Examination time and form

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

Remark

Grades may include peer evaluations.

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 group examination paper is a written venture concept, describing the entrepreneurial group project.
- The presentation consists of one intermediate class presentation and a final venture pitch towards the end of the course.
- The individual exam paper written at home is an analysis of a real-life entrepreneur.

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 23 August 2018
- Information about decentral examinations (examination-aid rule, examination content, examination relevant literature): after the 4th semester week on 15 October 2018
- Information about central examinations (examination-aid rule, examination content, examination relevant literature): from the start of the enrolment period for the examinations on 05 November 2018

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