



## Course and Examination Fact Sheet: Spring Semester 2024

### 8,222: Entrepreneurship II

ECTS credits: 3

#### Overview examination/s

(binding regulations see below)

central - Digital written examination, Digital, Individual work individual grade (100%, 90 mins.)

Examination time: Lecture-free period

#### Attached courses

Timetable -- Language -- Lecturer

[8,222,1.00 Entrepreneurship II](#) -- English -- [Ademi Petrit](#) , [Grichnik Dietmar](#)

#### Course information

##### Course prerequisites

The course Entrepreneurship I is a prerequisite.

**German and English language skills.** The course language is English. Some documents may be in German.

**Note on bidding:** This course will be closed for bidding after the main round. There will be no allocation of places in the waiting list round. Please keep this in mind when bidding.

**Attendance:** Attendance and participation in the individual sessions is mandatory. Especially the interactive nature of the lectures, the joint discussion of cases and the exciting guest lectures presupposes students' physical presence. A large part of the learnings is conducted together with the students during the lectures and will, therefore, not be on the slides.

#### Learning objectives

- Students develop a deep understanding of the success factors of fast-growing startups (i.e., scale-ups) and the individual process steps involved in scaling a company sustainably.
- Students gain a holistic view of sustainability from a venture's perspective focusing on both sustainable business management and business solutions tackling global challenges.
- Students intensify their engagement with different facets and forms of technology entrepreneurship by elaborating different TechVerticals with a clear focus on SDGs.
- Students are able to reflect on, evaluate and apply the individual components of the Sustainable Scale-up Navigator to a concrete problems.
- Students gain an understanding of the relevance of corporate venturing and the individual process steps involved in successfully developing and implementing innovative projects and entrepreneurial endeavours in incumbent organizations.
- Students are able to analyze cases based on the concepts introduced in the course, make informed decisions and provide action recommendations for corporate venturing.



## Course content

The course offers students a variety of models allowing them to manage venture development in a sustainable and successful way. The St.Galler Venture ESG Model highlights the course's core focus on sustainability and provides a basis for the following models introduced.

Focusing on both, scale-ups as well as established corporations, the course provides practical insights to ensure effective and efficient approaches to scaling ventures and corporate venturing while emphasizing a strong focus on sustainability.

Using the Sustainable Scale-up Navigator, students learn how to grow a business efficiently and sustainably by emphasizing environmental, humanitarian, financial and organizational aspects. The course covers the following phases in the scaling process of a start-up while highlighting the relevance of scale-up habits:

- Onboarding: Scale-up Readiness & Strategy
- Go-to-Market: Continuous Product-Market Fitting
- Operations: Managing growth pains and risks to build efficiency
- Impact Scaling: Sustainable growth and value generation to Unicorn+

For each of the above-mentioned phases, students will be introduced to different TechVerticals and cases to showcase the phases' relevance and impact. In addition, these cases illustrate a certain sustainability focus (SDGs).

Using the Corporate Venturing Navigator, students gain an understanding of how corporate venturing is executed successfully in organizations. The course covers the following phases for corporate venturing in organizations:

- Profiling to define an organization's corporate venturing mandate
- Designing to build a corporate venturing program pursuing the mandate
- Operating to manage infrastructures for corporate venturing value-add
- Harvesting to maintain or terminate corporate venturing objectives

## Course structure and indications of the learning and teaching design

The course is divided into two parts.

In the first part, the focus is on the Sustainable Scale-up Navigator and the St.Galler Venture ESG Model. Through interactive lectures, scale-up presentations from different TechVerticals, exchanges with experts and in-depth discussions, course participants gain an overview of the individual process steps involved in scaling a company sustainably.

In the second part, students are introduced to general concepts of Corporate Venturing using the St.Gallen Corporate Venturing Navigator. The learning process is supported and deepened by recap sessions. This allows students to compare their own level of knowledge with the learning objectives of the course.

The course ends with a written exam at the end-term central exam date.

**Important:** Due to the interactive nature as well as the opportunity to deepen the learning content in the classroom sessions, attendance and participation during the lessons are required.

## Course literature

### Basic literature:

Grichnik, D., Heß, M., Greger, M. K., Goeldi, A., Schweitzer, F. (2024). Scale-up Navigator: Das Handbuch für nachhaltig skalierende Start-ups - vom Start-up zum Outlier. Deutschland: Wiley-VCH.



Grichnik, D., Hess, M., Reuther, J., Stoeckel, A., Hilb, M. (2024): The Corporate Venturing Handbook: A Step-By-Step Guide to the Value Creation Process, Kogan Page.

Additional articles relevant for examination will be provided continuously via StudyNet. Slides as well as supplemental materials will be shared with students prior to each session.

## Further reading

Grichnik, D., & Hess, M. (2020). Startup Navigator: Guiding your entrepreneurial journey. Bloomsbury Publishing.

Aleman, L., & Andreoli, J. (Eds.). (2018). Entrepreneurial Finance: The Art and Science of Growing Ventures. Cambridge: Cambridge University Press.

## Supplemental Literature

Can be pointed out during the course on StudyNet.

## Additional course information

The exam performance includes a written end-term central exam (100%).

The literature is in English and German.

## Examination information

### Examination sub part/s

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

##### Examination modalities

Examination type	Digital written examination
Responsible for organisation	central
Examination form	Written exam
Examination mode	Digital
Time of examination	Lecture-free period
Examination execution	Synchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	100%
Duration	90 mins.

##### Examination languages

Question language: English  
Answer language: English

##### Remark

Central- written exam (100%, 90 min.)

##### Examination-aid rule

Closed Book



The use of aids is prohibited as a matter of principle, with the exception of pocket calculator models of the Texas Instruments TI-30 series and, in case of non-language exams, bilingual dictionaries without any handwritten notes. Any other aids that are admissible must be explicitly listed by faculty members in the paragraph entitled "Supplementary aids" of the course and examination fact sheet; this list is exhaustive.

Procuring any aids, as well as ensuring their working order, is the exclusive responsibility of students.

## Supplementary aids

The examination will be conducted on the campus using one:

- private notebook of the candidate (binding)
- external computer mouse (optional)
- external computer keyboard (optional)

We expressly point out that the use of tablets / iPads is strongly discouraged due to the lack of compatibility with the required software. The exact unit specifications will be announced later. Please check back here for the exact specifications. In any case you will need:

- A device that has Windows or MacOS as its operating system
- Software: Minimum Office 2016 or Office 365
- Your HSG login incl. access modalities
- Internet browser with current updates
- WLAN - functioning access to Eduroam
- Battery life: examination duration + 30' and/or battery charging cable

Please note that:

- Special software (Lockdown Browser) may be required to solve the exam. You will receive more detailed information in the course, or in the exam sheet.
- Technical tests (mock exams without grades) may be conducted before the central exam. Participation is strongly recommended!
- No screen privacy filter may be attached to the screen.
- You are responsible for the proper functioning of your device.

During the entire test, the use of additional equipment not listed above is strictly prohibited.

Any necessary actions with other software or additional devices require prior approval of the examination administration and are only permitted under supervision.

Any violation of these rules of conduct may be punished as a violation of the University's regulations.

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## Examination content



The written exam (100%) covers all topics discussed during the course based on the basic and recommended literature. The contents of the guest lectures may also be part of the exam. More information about the final exam will be announced during the lecture.

## Examination relevant literature

All references mentioned in the course. The slides and the chapters of the textbooks mentioned in the course are particularly relevant. Slides as well as supplemental materials will be provided prior to each session.

### Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 13 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 25 January 2024);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 18 March 2024);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 13 (Monday, 25 March 2024);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: Starting with de-registration period in CW 15 (Monday, 08 April 2024).