



Course and Examination Fact Sheet: Spring Semester 2024

8,393: Consultancy Project: Social Start-up Creation

ECTS credits: 4

Overview examination/s

(binding regulations see below)

decentral - Written work, Digital, Group work group grade (30%)

Examination time: Term time

decentral - Presentation, Analog, Group work group grade (20%)

Examination time: Term time

decentral - Presentation, Analog, Group work group grade (30%)

Examination time: Term time

decentral - Written work, Digital, Individual work individual grade (20%)

Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer

[8,393,1.00 Consultancy Project: Social Start-up Creation](#) -- English -- [Stroe Silvia](#)

Course information

Course prerequisites

Social entrepreneurship leads to the establishment of social enterprises by identifying a social problem, recognizing an opportunity for a corresponding solution, and creating an enterprise for implementing the solution and effecting transformative change. This course will help you develop such skills.

While no prerequisites are required, we expect students to have a strong interest in social entrepreneurship, innovation, and sustainability.

Learning objectives

- Identify social business opportunities focusing on today's world critical challenges and the UN's 17 SDG
- Create an innovative business model insuring value creation, feasibility, and maximum impact
- Conduct a viability test of your social business initiative
- Compose an effective business plan for a new social enterprise
- Understand and apply the principles of pitching to present social ventures to investors and decision-makers

Course content

We live in complex times: human activity and ever developing societal structures led to unprecedented environmental and societal challenges as a result of industrialization and its acceleration in the last century: climate change, biodiversity loss, social inequality, armed conflicts, just to name a few. In such times characterized by slow, overwhelmed or failing public institutions and governmental organizations, the importance of independent entrepreneurial ventures for providing solutions to such problems is paramount.

Such social entrepreneurial initiatives are characterized by a deep commitment to a social cause and the desire to develop new business models with economic, social, and ecological impacts.

This course focuses on the creation of social value, will offer the needed tools and methodologies for starting up a new social venture and will guide the students through applying them first-hand in practice, increasing the likelihood of success. In teams, and guided by the lecturer, the students will: identify/ generate a new business idea in line with UN's 17 Strategic Development



Goals; test and validate the idea, and assess the feasibility of the business model in the real world with potential customers and business partners; write an effective business proposal to be presented to early-stage investors or incubator programs; present the results achieved in the business proposal in front of a jury of experts in the form of a pitch. Local start-up practitioners such as investors, entrepreneurs, incubator and accelerator managers, and public agency representatives will participate in the course as guest speakers. The skills and competencies gained in this course can be applied in any business or organization, including nascent start-ups, NGOs, corporations, family businesses. Students will learn to apply entrepreneurial thought and action both academically as well as in real world settings.

Course structure and indications of the learning and teaching design

This social start-up creation course is conceived as an experiential-based learning process, whereas, through project work in teams, students get to live a real-life entrepreneurial experience. The learning and student workload will alternate between in-class lecture times and individual group work outside the lecture times:

- *In-class* foundations: In a first lecture series, the basic theoretical and methodological concepts are transmitted, teams are formed and idea generation through brainstorming techniques takes place.
- Group-work weeks : students work in groups to develop a business model canvas for their chosen idea.
- *In-class* first report: students present their business model canvas in class and give each other comprehensive feedback. Methods for business idea validation and business plan components are discussed.
- Group-work weeks: students test the viability of their social business outside the class with real customers.
- *In-class* second report: Students present the idea validation and progress in class and give each other comprehensive feedback. Methods for successful pitching are presented by a guest lecturer.
- Group-work weeks: students write up their business plan and prepare their pitch presentation outside the class.
- *In-class* final presentations: pitch presentation in front of a jury of practitioners from the field.

The innovative format of this course requires students to take control of the learning event itself, participate in creating the actual learning experience and take initiative for meeting the demands of the entrepreneurial learning tasks. The course is focused on activity-based learning, enabling learning to happen through engaging students in start-up activities and encouraging them to ask questions and give feedback rather than simply giving them all the answers. Entrepreneurship cannot be taught in frontal lectures, but can be actively practiced. My goal for this course is to get students to practice successful entrepreneurial methodologies which they can transfer in real-life contexts, in their future entrepreneurship or intrapreneurship challenges.

Course literature

The course coordinator will provide recommended literature (including academic articles, policy reports, etc.) on relevant topics throughout the duration of this course.

Additional course information

In case of administrative and content-related questions, please contact the lecturer, Prof. Dr. Silvia Stroe, silvia.stroe@unisg.ch

Examination information

Examination sub part/s

1. Examination sub part (1/4)

Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus



Grading type	Group work group grade
Weighting	30%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

Business Plan

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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2. Examination sub part (2/4)

Examination modalities

Examination type	Presentation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Group work group grade
Weighting	20%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

Final Pitch Presentation

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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3. Examination sub part (3/4)

Examination modalities

Examination type	Presentation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog



Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Group work group grade
Weighting	30%
Duration	--

Examination languages

Question language: English

Answer language: English

Remark

Presentation of solution validation efforts

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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4. Examination sub part (4/4)

Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Individual work individual grade
Weighting	20%
Duration	--

Examination languages

Question language: English

Answer language: English

Remark

Individual Reflection Paper

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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Examination content

- Team presentation of the testing and the validation of the feasibility of your social business idea 30%
- Business plan document for your social business idea 30%



- Final presentation in front of panel of experts 20%
- Individual reflection paper on the course and learning experience 20%

Examination relevant literature

The course coordinator will provide recommended literature (including academic articles, policy reports, etc.) on relevant topics throughout the duration of this course. All literature will be made available during the lecture period.

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).