



## Course and Examination Fact Sheet: Spring Semester 2025

### 8,216: Strategic Entrepreneurship (SIM)

ECTS credits: 4

#### Overview examination/s

(binding regulations see below)

decentral - Presentation, Analog, Group work group grade (80%)

Examination time: Term time

decentral - Active participation, Analog, Individual work individual grade (20%)

Examination time: Term time

#### Attached courses

Timetable -- Language -- Lecturer

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

#### Course information

##### Course prerequisites

There are no formal pre-requirements for our course. Yet you must be passionate about start-ups with high-growth potential, and be willing to attempt value creation that scales.

You will be prepared to work long and intense hours with your Venture Team colleagues and to 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.

The course is especially suited to test your own entrepreneurial idea or any venture dream you might harbor.

##### Learning objectives

- Understand the theory and main concepts of entrepreneurship
- Learn by doing the strategy of entrepreneurship, focusing on the scaling of a high-growth business project
- Comprehend how to be an effective team leader and team member, in the context of a start-up venture and beyond

##### Course content

Strategic 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 value creation, 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 (4) 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. Strategies for value creation in multiple international settings, 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 aims for you to develop strategic AI technology 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 and indications of the learning and teaching design

The course will meet during seven sessions. A standard structure is provided but it will change

The kick-off Session will introduce the course and lead to team formation.

During the semester sessions will revolve around the students' Team Ventures, which will receive a formal go-ahead from the faculty.

There will be Blockseminar days that focus on the theoretical aspects of the course and also have a strong team exercises component (clarifying the revenue model, valuation, etc).

On the second to last day the students will present to a panel of mentors, investors and faculty their venture (the "Pitch").

The final will hone on the entrepreneurial team dynamics and discuss whether the teams were true 'top' teams.

In parallel to the 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

During the course you will be exposed to literature on entrepreneurship. Readings will be added to Canvas. These you can absorb at your own leisure.

\*The books below are references as you plan your own start-up project:

(i)  
Harnish, Verne. Scaling Up: How a Few Companies Make It...and Why the Rest Don't (Rockefeller Habits 2.0), Gazelles, 2014  
...Get clues on how to scale grow your own venture, fast!

(ii)  
Steve Blank and Bob Dorf; The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company, 2012  
...The classic guide to build up a new venture - your reference for now and the future.

(iii)  
The Value Creation Rating (VCr2024) Report: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=5011047](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5011047)

\* Additional books for those wishing to go deeper into the subject:

The next three books are recommended readings and meant for the student who during or after the course wishes to deep-dive into the subject and gain new perspectives.

(iv)  
The Elite Quality Index (EQx2024): [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=4779686](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4779686)

(v)  
Romans, Andrew. The Entrepreneurial Bible to Venture Capital. Inside Secrets from the Leaders in the Startup Game. McGrawHill Education, 2013

(vi)  
Landes, David S., Joel Mokyr, William J. Baumol. The Invention of Enterprise. Princeton University Press, 2010.



## \* Team literature

A bad team will destroy a great entrepreneurial idea. A great team with a bad idea will pivot and eventually achieve success. This is an advanced entrepreneurship/intrapreneurship course and a key takeaway from the course is teamwork. The texts below are optional, yet easy and amendable reads;

(vii)

Eisenhardt, Kathleen M., Jean L. Kahwajy, and L.J. Bourgeois III, How Management Teams Can Have A Good Fight, Harvard Business Review July-August 1997 pp, 77-85.

(viii)

Katzenbach, Jon R. The Myth of the Top Management Team. Harvard Business Review November-December 1997, pp 83-91.

(ix)

Tarricone, Pina, Joe Luca. Successful teamwork: A case study. HERDSA 2002.

After the course you will have honed a key soft skill that will support you throughout your careers. "We Consciousness" and its component elements (such as trust, commitment, or satisfaction) are essential to achieve success at our venture teams

(x)

Johnson, Mark W., Clayton M. Christensen, Henning Kagermann. Reinventing Your Business Model, Harvard Business Review December 2008.

## Additional course information

For any further information about the course you are encouraged to contact the course faculty Stephanie Schoss and Tomas Casas.

Please note that this course will not be open for bidding in the waiting list rounds. Students can bid for the course in the preliminary and main rounds of the bidding only.

## Examination information

### Examination sub part/s

#### 1. Examination sub part (1/2)

##### 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	80%
Duration	--

##### Examination languages

Question language: English

Answer language: English

##### Remark

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##### 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 (2/2)

### Examination modalities

Examination type	Active participation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Synchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	20%
Duration	--

### Examination languages

Question language: English  
Answer language: English

### Remark

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### 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

The Entrepreneurship course has two examination parts: (1) Team Venture Assignment & Pitch: 75% 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) Participation: 25 % of grade - Based on how you, the student, engage in class and add value to the collective learning process

## Examination relevant literature

Literature and materials relevant to your Assignment will be supplied via StudyNet and in class.



## 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 (Monday, 25 March 2025) 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, 23 January 2025);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 17 March 2025);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 14 (Monday, 31 March 2025);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before ending with de-registration period in CW 15 (Monday, 07 April 2025).