

Sustainable Entrepreneurship - Getting Started

Instructors: Dr. Daniela Gimenez-Jimenez

Seminar Description: In this seminar we invite master students to make a difference and tackle grand societal challenges. We introduce them to the theory and practice of sustainable entrepreneurship in the context of life sciences. We present the sustainable business model canvas as a tool for the students to explore their own ideas and to develop a sustainable business. We take a step-by-step approach by: developing a sustainable and customer value proposition; describing key activities, resources and partners; and identifying revenues and cost. In guest lectures founders will present their ventures and sustainable business models to inspire the students. In the end of the course each student team will present their refined sustainable business model in the form of a pitch.

The seminar is mainly targeted at master students from the TUM School of Management. Exchange students are also highly welcome. The seminar is eligible for 6 credit points. Participation is limited to 25 students.

Objectives: The overall objectives are to:

1. Understand the theory and practice of sustainable entrepreneurship;
2. Perceive social and ecological problems as entrepreneurial opportunities;
3. Appreciate and apply the sustainable business model canvas;
4. Develop a sustainable business model;
5. Enhance social and communication skills.

Location: TUM School of Management, Arcisstr. 21, 80333 Munich