

Entrepreneurship for Sustainable Development: Theory and Practice

JProf. Dr. Daniela Gimenez Jimenez
TU Dortmund

Summer semester 2020

I. DESCRIPTION

Students, who are interested in making a difference and tackle grand societal challenges, are invited to the course. Students are introduced to the theory and practice of entrepreneurship for sustainable development. 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. Sustainable founders will be invited and present their real ventures and sustainable business models to inspire the students. At the end of the course, each student team will present their refined sustainable business model in the form of a pitch. The seminar is eligible for 7.5 credit points.

II. OBJECTIVES

The overall objectives of the seminar are to:

1. Understand the theory, mindset and practice of sustainable entrepreneurship;
2. Describe the process of entrepreneurship for sustainable development;
3. Understand the transformational power of entrepreneurship
4. Evaluate social and ecological problems as entrepreneurial opportunities;
5. Develop a sustainable business model canvas;
6. Enhance social and communication skills.

III. EVALUATION OF LEARNING

A. Oral Presentation

On the July 13, 2021 each team will present their sustainable business model (all members of the team need to present).

B. Written Paper

The written paper (max. 6,000 words), based on the presentation of the sustainable business model, is due on July 31, 2021. Submit the paper in digital form as a pdf file to Prof. Dr. Daniela Gimenez (email: Daniela.Gimenez@tu-dortmund.de).

IV. GRADING POLICY

Oral Presentation	25%
Written Paper	75%

V. CLASS SCHEDULE

#	Day	Time	Contents	Lecturer
1	20.04.2021	16:00-18:00	Introduction to Sustainable Development and Entrepreneurship	Prof. Daniela Gimenez
2	27.04.2021	16:00-18:00	Overview of Entrepreneurship for Sustainable Development	Prof. Daniela Gimenez
3	04.05.2021	16:00-18:00	Sustainable Development Goals and Entrepreneurial Opportunities	Prof. Daniela Gimenez
4	11.05.2021	16:00-18:00	Transformational Power of Entrepreneurship	Prof. Daniela Gimenez
5	18.05.2021	16:00-18:00	Introduction to Sustainable Business Model Canvas Group work	Prof. Daniela Gimenez
6	25.05.2021	16:00-18:00	Idea Pitching and Team-Building	Prof. Daniela Gimenez
7	01.06.2021	16:00-18:00	Sustainable Value Propositions and customer segment Introduction to relationships, and channels	Prof. Daniela Gimenez
8	08.06.2021	16:00-18:00	Key activities, resources, and suppliers	Prof. Daniela Gimenez

			Guest lecture	Michele Bandecchi
9	15.06.2021	16:00-18:00	Developing your Sustainable Business Model - Presentation	Prof. Daniela Gimenez
10	22.06.2021	16:00-18:00	Cost, Eco-social Costs, Revenues and Eco-social benefits Guest Lecture	Prof. Daniela Gimenez Susann Schleif
11	29.06.2021	16:00-18:00	Storytelling	Prof. Daniela Gimenez
12	13.07.2021	16:00-18:00	Presenting your Sustainable Business Model	Prof. Daniela Gimenez

VI. Readings

Belz, F.-M. and Binder, J. K. (2017). Sustainable Entrepreneurship: A Convergent Process Model. *Business Strategy and the Environment*, 26(1), 1-17.

Giddings, B., Hopwood, B., & O'Brien, G. (2002). Environment, economy and society: fitting them together into sustainable development. *Sustainable Development*, 10(4), 187-196.

Johnson, M. P., & Schaltegger, S. (2020). Entrepreneurship for Sustainable Development: A Review and Multilevel Causal Mechanism Framework. *Entrepreneurship Theory and Practice*, 44(6), 1141–1173.

Osterwalder, A. and Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*. Hoboken, New Jersey: Wiley.

Muñoz, P., & Cohen, B. (2017). Sustainable Entrepreneurship Research: Taking Stock and looking ahead. *Business Strategy and the Environment*, doi: 10.1002/bse.2000.

Neck, H.M, Neck, C.P. and Murray, E.L. (2018): *Entrepreneurship: the Practice and the Mindset*. London: Sage (pp. 5-11, 16-32).

Shepherd, D. A., & Patzelt, H. (2011). The new field of sustainable entrepreneurship: Studying entrepreneurial action linking “what is to be sustained” with “what is to be developed”. *Entrepreneurship Theory and Practice*, 35(1), 137-163.

Sutter, C., Bruton, D and Chen, J. 2019. ‘Entrepreneurship as a Solution to Extreme Poverty: A Review and Future Research Directions’. *Journal of Business Venturing* 34 (1): 197–214.

United Nations (2015): *Transforming our World*. New York.

Wagenschwanz, A; Giménez-Jiménez, D. (2020). From Emancipation to Social Change. Stanford Social Innovation Review. Summer 2020, 18, 3.

VII. Instructor's profile

Prof. Dr. Daniela Gimenez

Dr. Daniela Gimenez is a junior Professor of Entrepreneurship at the Fakultät Wirtschaftswissenschaften at TU Dortmund. Before joining TU Dortmund, she was a postdoctoral researcher at the Chair for Corporate Sustainability at the TUM School of Management. Daniela Gimenez studied economics at the Universidad de Carabobo (Venezuela). Then, she moved to Spain and did her Master Research in Entrepreneurship and Management at the Autonomous University of Barcelona (Spain). Afterward, she did her doctoral thesis at the Universität Witten/Herdecke (Germany). During her doctoral thesis, she was visiting scholar at Bentley University (United States) where she studied advanced quantitative methods. Her doctoral thesis focused on women entrepreneurs and women in family businesses Daniela Gimenez dedicates her research to women's entrepreneurship and entrepreneurship for sustainable development.

Dortmund, April 06, 2021