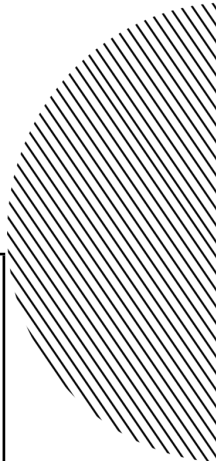## EMBA-2325-111-Empowering Responsible Entrepreneurship

Name of lecturer(s) & Email Alexander Hahn alex@return-on-digital-innovation.com	**Level/Semester, Status, Timing** Level 2 Compulsory Between 02-05-24 and 04-05-24	**ECTS*, CH & SDL**** 3 20 70

Description of the course

This course is designed to equip aspiring entrepreneurs and progressive business professionals with essential tools and strategies for creating sustainable, customer-centric enterprises that foster positive societal impact.

Acquire an in-depth comprehension of the fundamental principles underpinning successful entrepreneurship through the exploration of pivotal frameworks including the Golden Circle, Lean Startup, and Design Thinking. Harness these methodologies to lay a robust foundation for effective business ideation and innovation.

Navigate the intricate landscape of introducing sustainable and digital solutions to contemporary markets by understanding human information processing within digital contexts. Develop the acumen to effectively negotiate the challenges inherent in combining sustainability and technology, while ensuring meaningful customer experiences.
Understand and cultivate the art of crafting customer-centric prototypes tailored for diverse contexts encompassing B2B, B2C, and digital-physical service interactions. Through a series of hands-on exercises and collaborative projects, learn to quickly create prototypes that deeply resonate with target audiences, capturing their needs and aspirations.

Foster the ability to design and implement comprehensive testing and evaluation strategies for business prototypes. Gain insights into the nuances of data collection, results analysis, and iterative refinement of prototypes based on constructive customer feedback, market insights, and emergent trends.

Understand customer reactions to prototypes, mastering the art of feedback interpretation. Develop the competency to decode feedback, anticipate potential obstacles, and make informed decisions that enhance the viability and relevance of business concepts.
Immerse yourself in the persuasive power of storytelling to effectively present your business concepts to diverse stakeholder groups. Cultivate the skill of crafting compelling narratives that resonate with investors, collaborators, consumers, and other vital stakeholders, facilitating resource acquisition and enterprise expansion.

This course employs a dynamic pedagogical blend encompassing interactive lectures, real-world case analyses, group discourse, immersive prototyping exercises, and experiential learning engagements. Collaborate closely with a diverse cohort of motivated peers and benefit from tailored mentorship provided by experienced faculty members who are ardently committed to responsible entrepreneurship.

Course units

- Startup: Build, Measure, Learn (pre-course online video) - Build: Prototyping
- Measure: Testing
- Learn: Iterating Product, Market and Business Model
- Guest Speaker(s)
- Scale: How to build, measure and learn faster
- Stakeholder-oriented storytelling to Investors, Co-Founders, Corporate, Employees,…

Course Learning Outcomes (CLOs)

1. Understand and apply foundations of entrepreneurship (i.e., Golden Circle, Lean Startup and Design Thinking)
2. Understand and discuss foundations of human information processing esp. in digital environments to master challenges in introducing sustainable & digital solutions in markets
3. Prepare and discuss a customer-centric prototype for various contexts (B2B, B2C, digital-physical service interactions,…)
4. Develop and formulate testing and evaluation strategies for a business prototype
5. Understand and interpret customer reactions to prototypes
6. Apply storytelling to present a business idea to various stakeholder groups for acquiring resources

Teaching Activities (TAs) Lecture, Interactive Lecture, Directed Discussion, Experiential Learning, Case Based Learning, Problem-based learning, Role plays and simulation	**Learning Activities (LAs)** Asynchronous lectures before the course, Group work during the course, presentations during the course, roleplay and storytelling during the course, final individual project work after the course.

Contribution to Programme Learning Objectives (PLOs)***
• Learning Objective 1.1: Reinforcement
• Learning Objective 1.2: Reinforcement
• Learning Objective 2.1: Introduction
• Learning Objective 2.2: Reinforcement
• Learning Objective 3.1: Reinforcement
• Learning Objective 3.2: Mastery
	Assessment methodology / Learners Use of Time and Load
	Group Assignment
	  • weight 25%
	  • workload estimated = 20 hours
	  • due max 26/05/24
	Group assignment
	  • weight 25%
	  • workload estimated = 5 hours
	  • due max 26/05/24
	Individual assignment
	  • weight 50%
	  • workload estimated = 41 hours
	  • due max 26/05/24

Evaluation scale 0-20	

Contribution to the Environmental, social and governance (ESG)
Course Contribution to ESG: Yes
Contact Hours are dedicated to ESG: 20
Contact Hours containing climate solutions for how organisations can reach net zero: 4
Description of contribution: The course makes a significant contribution to Environmental, Social, and Governance (ESG) goals by equipping learners with the knowledge and tools to create businesses that align with sustainable practices. Through understanding frameworks like the Golden Circle and Lean Startup, students learn to develop and commercialize businesses that address pressing environmental and social challenges. Moreover, by focusing on customer-centric prototypes and interpretation of feedback, the course encourages businesses to meet consumer needs ethically. The emphasis on storytelling for stakeholder engagement promotes transparent communication and fosters accountability, aligning with governance principles. In essence, this course empowers future entrepreneurs to drive positive societal impact while building successful ventures, directly supporting ESG objectives and the broader sustainability agenda.

Readings

Required
CHECK CANVAS

Optional
CHECK CANVAS

Other Learning Material(s)

Required (Available on your Coursera for Campus)
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Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking Canvas.