

Syllabus

Course description

Course title	Introduction to Sustainable Entrepreneurship (in collaboration with NOI Startup Incubator)
Course code	
Scientific sector	SECS-P/08
Semester	II
Academic Year	2019-2020
Credits	3
Day and time of the lectures	
Location	Bolzano
Total lecturing hours	18
Attendance	
Prerequisites	The Introduction to Entrepreneurship course is desirable.
Specific educational objectives	<p>The concept of sustainability within entrepreneurship involves looking out for opportunities that lead to new products/services/ technologies/production process that benefits the economy and make more efficient use of the available resources.</p> <p>The goal of the course is to equip students with theoretical knowledge and understanding of sustainable entrepreneurship and to enable them to understand how sustainable entrepreneurship can lead towards opportunities that can create a greener and sustainable economy.</p> <p>It is also to prepare students with more practical tools and processes for developing their own business ideas for a sustainable economy.</p>
Lecturer	Abeer Pervaiz, Facoltà di Economia piazza Università, 1 39100 Bolzano, abeer.pervaiz@unibz.it
Scientific sector of the lecturer	SECS-P/08
Teaching language	<i>English</i>
List of topics covered	<ol style="list-style-type: none"> 1) What is sustainable entrepreneurship and how is it different from traditional entrepreneurship? 2) Identifying the existing problems in the economy and what opportunities are arising for entrepreneurs. 3) Why and how do incumbents and start-ups engage in environmental protection in different ways?

	4) How to start a sustainable startup. 5) What barriers do sustainable entrepreneurs face and what solutions are there to overcome them? 6) Making a sustainable business model as a practical activity. 7) If possible, inviting a local sustainable entrepreneur.
Teaching format	The course includes frontal lectures, key readings, teaching case studies and media material. In class interaction will be fostered.
Learning outcomes	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> • Understand the concept of the sustainable entrepreneurship • Identify economic problems and the need for sustainability and how it leads to entrepreneurial opportunities. • How one can start a sustainable startup and what barriers one can face. • Finding solutions to those barriers. • Having a practical activity to implement what has been learnt. <p>Making judgments</p> <ul style="list-style-type: none"> • Develop the skills to understand how to identify opportunities that can lead to sustainable businesses. <p>Learning skills</p> <ul style="list-style-type: none"> • Equipping students with more practical tools and processes for developing their own business ideas for a sustainable economy. <p>Communication skills</p> <ul style="list-style-type: none"> • Develop communication skills for discussing ideas and to able to pitch business idea.
Assessment & Evaluation criteria and criteria for awarding marks	<ul style="list-style-type: none"> • Participants need to work in groups and come up with sustainable business ideas. <p>Grades will be awarded based on:</p> <ul style="list-style-type: none"> ✓ Originality and innovativeness of the idea ✓ The efficient use of the business model ✓ Presentation
Assessment language	<i>English</i>

Required readings	Recommended texts and notes will be provided at the end of each lecture, and included in the lecture slides.
Supplementary readings	Supplementary readings will be distributed and recommended to the students