

**Master Course**

**Schwerpunkt Unternehmensführung / Major Corporate Management**

**with MIBAS (WISO School)**

**and the UHH Center for interdisciplinary studies (ISA-Zentrum)**

***Sustainable Startups in Emerging Economies***

**Winter Term 2023/2024**

**In Cooperation with  
ISA International Sustainability Academy**



## 1. Type of Course – Overview

Goal of this course is creating a novel and unique learning experience in multiple ways:

- Interdisciplinary
- Intercultural
- Sustainable Topics (17 SDGs)
- Innovative Format
- Hybrid Learning – online & offline; in & out of class
- Inverted classroom
- Startups: Transfer of academic knowledge and tools to sustainable startups

### Interdisciplinary

We bring together various young people:

- 6-8 Green & Social Entrepreneurs from emerging economies (ISA fellows)
- 10 MIBAS Master Students from WISO School (Fak. WISO)
- 10 interdisciplinary students from UHH's ISA-Zentrum (all other schools)
- 30 Business Master Students from the Business School (Fak. BWL)

They all have different (academic) backgrounds. We will join 5-7 students from all schools with 1 ISA entrepreneurial fellow to work together on the sustainable project startup for an extended period of 3 months.

Each ISA fellow project has fundamentally different objectives as well as business and local settings. These projects require different interdisciplinary academic research. For instance, a previous project in this course is about sustainable bee keeping and an innovative beehive design in Jamaica. Students need to define the need areas for research, e.g., bee keeping and its challenges in tropical environments or engineering insights on beehive construction, and then follow up on these needs with scientific reports that they themselves compile, write up, and present. Not only are the teams interdisciplinary, but as well the literature-based research that students conduct with a focus on implementation.

### Intercultural

Our 50 students already bring different cultural backgrounds into the course. This will be augmented by 6-8 ISA fellows from all over the world. ISA fellows from the following countries will participate (Country/Project):

1. Bolivia: Environmental Education – Firm Events and Schools
2. Colombia: El Patio - Innovations for a Green Event-based Artisan Restaurant
3. Guatemala: Biosfergat -Extracting & Converting Plastic from the Las Vacas River
4. Kenya: Digital Mental Health (App) Services for the Stigmatized
5. Kenya: Toilet Systems for Improving Slums
6. Pakistan: Sustainable Tourism Model for the Gilgit-Baltistan region

7. Vietnam: Greenjoy – Straws from Gras (replacing plastic)

Other ISA-projects not participating in the course (for information)

1. Ghana: Women in Sustainable Agricultural Production
2. India: Transforming Coal Region Jharkhand towards Green Energy
3. India: Water and Wastewater Management in India
4. India: Improving the lives of homeless children at railways
5. Philippines: A scientific analysis of discrimination of female nurses

All solutions created together need to consider the local environment and cultural setting to ensure a successful implementation.

### Sustainable Topics (17 SDGs)

Each ISA fellow project addresses more than one Sustainable Development Goal (SDG, <https://sdgs.un.org/goals>). Jointly, the seminar will address the majority of the 17 SDGs:



### Innovative Format

The format is quite novel and innovative:

- 5-7 Students from all schools and 1 ISA fellow form a team
- As a team, they work on the project between **Oct 18, 2023, to Jan 12, 2024**.
- They jointly define the academic, social, and business topics to be investigated for the sustainable startup project of the ISA fellow (inverted classroom).
- Each Master student picks an interdisciplinary project topic, assembles a brief interdisciplinary scientific presentation, derives the most valuable insights for team action, and presents the findings.

- The teams formally present 4 times (every month: Oct, Nov, Dec, Jan) on their progress. They get feedback continuously from all other teams, the instructor, and the ISA team.
- They are coached by the
  - UHH instructor(s),
  - the ISA team, and
  - external (industry) experts invited to join the presentations.
- All academic and project work is geared toward **implementation**.

### Hybrid Learning

The teams work & meet online as well as offline, present online and in-person. The offline locations may alternate in Hamburg between the University Hamburg and the Wälderhaus in Wilhelmsburg.



The teams will use digital tools like Zoom and Miro Boards to facilitate interaction with the content across teams, independent of time and space.

We ask the teams to leave their comfort zones (like libraries and team sessions) to acquire first-hand knowledge from potential customers, academic and industry experts, stakeholders.

Additionally, we will try to organize creative spaces for brainstorming sessions etc.

### Startups: Transfer of academic knowledge and tools to sustainable startups

The various startups will benefit from two sources.

First, the students will compile and integrate interdisciplinary academic knowledge related to the startup topics. In a subsequent step, they use the newly acquired knowledge and implement it into the design of the startup.

Second, the students will be instructed on various topics and tools that they will be asked to implement. The following topics vary by the need of each startup:

- Classic New Product Development vs Customer Development Process
- Sales Funnel & Customer Segments
- Competitive Market Structure & Analysis
- Design Thinking & Interview Techniques
- Value Proposition & its Design Process, & Value Map
- Extended Business Model Canvas (eBMC)
- Business Models
- Marketing Instruments (Overview)
- Customer & Hypothesis Validation: Extending Market Research (Brief)
- Positioning & Marketing
- Concept Testing: Turning Market & Customer Knowledge into Numbers
- Customer Life Cycle Thinking
- Revenue Generation
- Financial Planning

## **2. Majors, Accreditation, and Capacity**

### Master of Science Business Administration (Business School)

The course (Aktuelle Probleme) will be accredited in the major „Unternehmensführung / Corporate Management.“

It has 3 units with 6 ECTS (3 SWS mit 6 LP).

### MIBAS / UHH ISA-Zentrum

The course will be accredited in one of the following Modules:

- International Management and Economics (MIBAS),
- Sustainability Management and Socioeconomics (MIBAS), or
- Module Electives (MIBAS, UHH ISA-Zentrum)

It has 3 units with 6 ECTS (3 SWS mit 6 LP).

The course will accommodate a **maximum of 50 students**. Initially, the two Master programs will be allocated a capacity of **30/10/10 students (BWL / MIBAS / ISA- Zentrum)**. In case there is less demand from one program and more from the other, the Studienbüros may admit more students from the program with more demand until the maximum capacity of the course is reached.

## **3. Language of Instruction and Application/Admission**

The course will be held in English.

Applications are administered through STINE within the schedule communicated centrally by the Studienbüros (student offices). Please refer to the respective websites/webpages.

#### 4. Requirements and Grading

**The course requires team attendance and individual student participation.**

##### Individual Student Participation (compulsory as part of grading):

For the following time slots, all students need to be present.

<u>Day</u>	<u>Dates</u>	<u>Time</u>	<u>Format (Location)</u>	<u>Content</u>
Wed	Oct 18	7-9pm	Presence (UHH)	Instruction, Topics, Teams
Fri	Nov 3	2-8pm	Presence (UHH)	Team Presentation #1
Fri	Nov 10	2-6pm	Online (30min ea team)	Team Coaching by Instructor
Mon	Nov 13	12n	Deadline Scientific Presentation Topic Suggestions	
Wed	Nov 15		Instructor Decision on Scientific Presentation Topics	
Thu	Nov 23	12n	Deadline Scientific Presentation Outline (Email)	
Fri	Nov 24	8am-3pm	Online (10min ea stud.)	Individ. Feedback on Outline
Fri	Nov 24	4-8pm	Presence (UHH)	Team Presentation #2
Thu	Nov 30	12n	Deadline Scientific Presentations (Email)	
Fri	Dec 1	2-8pm	Presence (UHH)	Scient. Student Presentations
Fri	Dec 8	2-8pm	Presence (UHH)	Scient. Student Presentations
Fri	Dec 15	2-6pm	Presence (UHH)	Team Presentation #3
Fri	Jan 12	2-8pm	Presence (UHH)	Team Presentation #4

There are additional team meetings online (also with instructor/s) in between the sessions outlined above.

Locations:

Oct 18	WiWi 2098/2194
Dec 15	Wälderhaus, Wilhelmsburg
All other	WiWi 2054/2055

### Grading:

Grading consists of two categories: group grades (40%) and individual grades (60%).

#### Group Grades (40% of Total Grade, Dates in 2023, 2024):

Team Presentation #1	5%	Nov 3, 2023
Team Presentation #2	10%	Nov 24, 2023
Team Presentation #3	10%	Dec 15, 2023
Team Presentation #4	15%	Jan 12, 2024

#### Individual Student Grades (60% of Total Grade):

Individual Student Report/Presentation	40%	Submission Deadline 12n, Nov 30, 2023
Student Participation (all Meetings)	20%	Oct 18, 2023-Jan 12, 2024

#### **To pass the course, students need to pass every requirement:**

- **Attend classes:**
  - missing select classes results in a participation grade penalty
  - missing classes unexcused: more than 2 and the student fails the course.
  - if the total attendance grade is lower than 4.0 (5.0) the course is failed.
- **to submit a scientific presentation with a grade of 4.0 or better.**
- **to present the scientific presentation with a grade of 4.0 or better**

#### Scientific Student Presentation

Students need to prepare a presentation on a scientific topic related to their group project.

The presentation consists of a Powerpoint presentation with up to 10 slides.

The PPT notes section needs to inform on the academic literature used (proper citation with references).

The topic of the student report depends on the group project, the defined areas of need for scientific knowledge (by team; instructor with final decision).

#### Deadlines for scientific student presentations:

- |  |                   |
|--|-------------------|
| ● Ideas on topics for each student (by team)           | 12n, Nov 13, 2023 |
| ● Instructor decision (email) by                       | Nov 15, 2023      |
| ● Submission of Presentation Slides (via email)        | 12n, Nov 30, 2023 |
| ● Presentations (12 minutes plus 3 minutes discussion) | Dec 1 & 8, 2023   |

## **5. Weitere Formalitäten**

### **Abmeldung**

Eine Abmeldung führt zur Note 5,0.

Es wird ausdrücklich darauf hingewiesen, dass Krankheit nur dann als Grund für einen nicht zu vertretenden Rücktritt gilt, wenn diese durch ein qualifiziertes ärztliches Attest nachgewiesen wird.

Weitere Informationen zu Krankmeldungen finden Sie auf der Homepage des Studienbüros.

### **Krankmeldung**

Sie benötigen laut der für Sie gültigen Prüfungsordnung ein qualifiziertes ärztliches Attest zum Nachweis einer Krankheit. Nähere Informationen zu Krankmeldungen finden Sie auf der Homepage des Studienbüros. Eine Verlängerung der Abgabe der Seminararbeit bei Krankheit ist bis zu maximal 7 Tagen zulässig (bei qualifiziertem ärztlichem Attest). Bei andauernder Krankheit kann nach den unter zuvor genannten offiziellen Kriterien des Studienbüros vom Seminar zurückgetreten werden.

**We are looking forward to an  
innovative and sustainable course with you!**