

Master Seminar

Schwerpunkt Unternehmensführung / Major Management

MIBAS

Sustainable Startups in Emerging Economies

Summer Term 2023

**In Cooperation with
ISA International Sustainability Academy**



1. Type of Seminar – Overview

Goal of this seminar 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
- Startups: Transfer of academic knowledge and tools to sustainable startups

Interdisciplinary

We bring together various young people:

- 6-7 Green Social Entrepreneurs from emerging economies (ISA fellows)
- 15 MIBAS Students from WISO School
- 15 Business Students from the Business School

They all have different (academic) backgrounds. We will join 2-3 students of each school with 1 ISA fellow to work together on the sustainable project startup for an extended period of 4 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, one potential project 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 research that students conduct.

Intercultural

Our 30 students already bring different cultural backgrounds into the seminar. This will be augmented by 6-7 ISA fellows from all over the world. Currently, ISA fellows from the following countries are interested in participating (Project/Country) – subject to change:

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|--|-------------------|
| 1. Sustainable Bee Keeping & Bamboo Beehives | Jamaica |
| 2. Inclusive & Sustainable African Indigenous Vegetables | Kenya |
| 3. Climate Resilient Agriculture | India |
| 4. School Curricula on Teenage Pregnancy & Gender-based violence | Philippines |
| 5. Hydroponic Urban Agriculture | Nigeria |
| 6. Sustainable Water Provision | Ethopia |
| 7. Local Sustainable Agriculture & Female Empowerment | Galapagos/Ecuador |

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 SDGs across projects:



Innovative Format

Although the formal choice is the setup of a seminar, the format is quite novel and innovative:

- 5 Students (2-3 from each Master) and 1 ISA fellow form a team
- As a team, they work on the project between end of January to the beginning of May 2023.
- They jointly define the academic, social, and business topics to be investigated for the sustainable startup project of the ISA fellow
- Each Master student picks an interdisciplinary topic, writes a brief scientific report, derives the most valuable insights for team action, and presents the findings.
- The teams formally present every month (Feb, Mar, Apr, May) on their progress, get continuously feedback from all other teams.
- 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 will 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 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 Seminar will be accredited in the major „Unternehmensführung / Management.“

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

MIBAS

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

- International Management and Economics,
- Sustainability Management and Socioeconomics, or
- Module Electives

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

The seminar will accommodate a **maximum of 30 students**. Initially, both Master programs will be allocated a capacity of **15 students each (BWL and MIBAS)**. In case there is less demand than 15 students from one program and more than 15 from the other, the Studienbüro may admit more students from the program with more demand until the maximum capacity of the seminar is reached.

3. Language of Instruction and Application/Admission

The seminar 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

The seminar requires team attendance and individual student participation.

Individual Student Participation (compulsory):

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

Day	Date 2023	Time	Format (Location)	Content
Mo	Jan 30	5-8pm	Zoom (online)	Instruction, Topics
Mo	Apr 3	5-9pm	Presence (Wälderhaus)	Team Presentation #3
Fr	Apr 14	2-8pm	Presence (UHH)	Scientific Paper Presentations
Sa	Apr 15	10am-6pm	Presence (UHH)	Scientific Paper Presentations
Fr	May 5	2-8pm	Presence (UHH)	Team Presentation #4

Team Attendance:

For the following time slots, each team needs to have members attending that present the team's progress and collect feedback (not all team members required).

Day	Date 2023	Time	Format (Location)	
Wed	Feb 15	5-9pm	Zoom (online)	Team Presentation #1
Thu	Mar 16	5-9pm	Zoom (online)	Team Presentation #2

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

Grading:

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

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

Team Presentation #1	5%	Feb 15
Team Presentation #2	10%	Mar 16
Team Presentation #3	10%	Apr 3
Team Presentation #4	15%	May 5

Individual Student Grades (60% of Total Grade, Dates in 2023):

Individual Student Report	30%	Submission Apr 3
Individual Student Report Presentation:	10%	Presentations Apr 14/15
Student Participation (all Meetings)	20%	Jan 30-May 5

To pass the seminar, the students need to submit and pass each requirement – the student report and the student report presentation – with a grade better than or equal to 4,0.

Student Report & Student Report Presentation

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

The student report follows certain guidelines:

- A maximum of 12 pages (DIN A4) including
 - title page
 - figures and tables
 - references
- 2.5cm margin to top, bottom, left and right of page
- Times Roman Font 12, Double spaced
- No footnotes, citations in line (e.g., XAZ and ZYX 2002)

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 student report:

- | | |
|--|---------------------|
| • Topic suggestion by project group and individual student | Feb 19, 2023 |
| • Instructor Decision on topic (latest) | Feb 24, 2023 |
| • Working time on report until submission date (via email) | Apr 3, 2023, 12noon |

There are additional time slots for online feedback with the instructor in between the sessions outlined above on March 6 and 7.

Deadlines for student report presentation:

- | | |
|--|----------------------|
| • Draft submission for feedback | Apr 6, 2023 |
| • Instructor feedback by | Apr 11, 2023 |
| • Submission of Presentation Slides (via email) | Apr 14, 2023, 12noon |
| • Presentations (15 minutes plus 5 minutes discussion) | Apr 14 & 15, 2023 |

5. Weitere Formalitäten

Abmeldung/Rücktritt vom Seminar

Bezüglich einer Abmeldung vom Seminar gelten die Regeln des Studienbüros: Eine Abmeldung von BWL-Seminaren ist ab WiSe 12/13 nicht mehr zulässig! Ein selbst zu vertretender Rücktritt vom Seminar ist ohne die Zuordnung von Fehlversuchen (Note 5,0) nicht möglich. 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. Ein Rücktritt von einem zugeteilten Seminarplatz ist nur bis zum offiziellen Seminar-Start (30.01.2023) möglich. Ein Rücktritt NACH dem offiziellen Start des Seminars ist nur in sogenannten Ausnahmefällen möglich, z.B. im Krankheitsfall (Vorlage eines qualifizierten ärztlichen Attests, eine Krankschreibung („gelber Zettel“) ist NICHT ausreichend). Bei einem Rücktritt in anderen Fällen wird die Seminarleistung mit 5.0 bewertet bzw. entscheidet das Studienbüro.

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 seminar with you!