

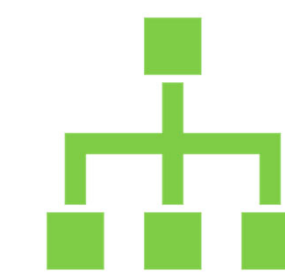
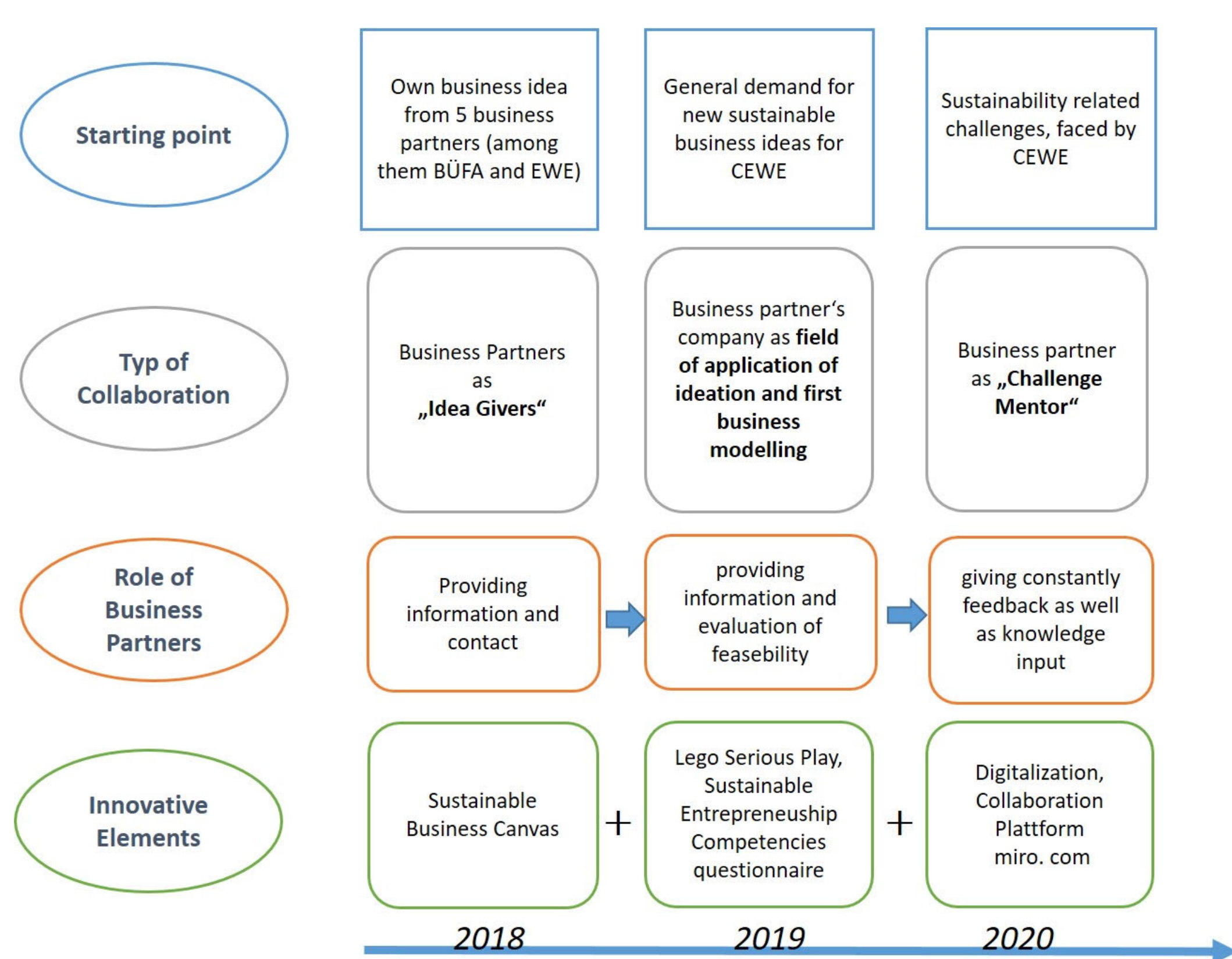
Module Eco-Venturing



Facts & Main Elements

Revision of Master module, conducted by UOL since 2009
Implementation of extended version in 2018, 2019, 2020

- 45 students, 4 lecturers and 6 business partners
- 12 business ideas have been developed



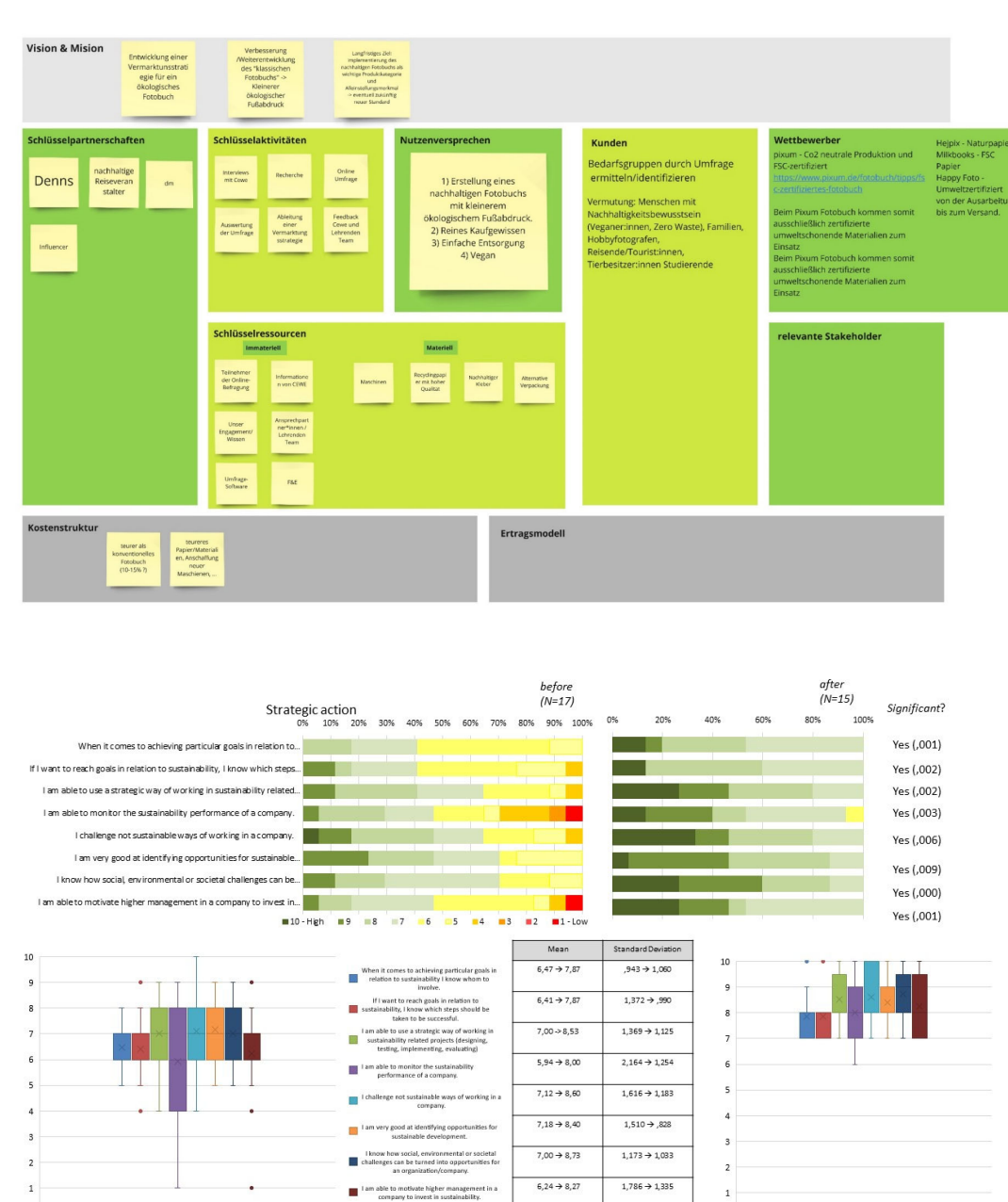
Main outcomes

- High satisfaction among students, business partner and lecturers (in the online version 2020 as well)
- Learning locations outside the university are motivating
- Focus on ideation can create good ideas, but implementation of these ideas by business partners is unlikely: Business ideas of the students in 2019 had been very welcomed at CEWE. In part, they had strengthened already existing considerations within the company, in part they have given new impulses. None of the developed ideas had been implemented.
- Solutions for business challenges of CEWE in 2020 have been more customized, though are not implemented in detail by now.
- Students developed their sustainable entrepreneurship competencies (at most in the area of strategic competencies)
- New structure of course plan, detailed playbooks for every session: Facilitates the preparation effort for lecturers



What's new? / Assessment

- 2019 /2020 Collaboration with just one business partner, but several challenges (CEWE), mentored by various managers from different areas of the company
- 2019 we tested to integrate more ideation tools than before, also Integration of Lego Serious Play for enhancing creativity and idea presentation
- Teaching input from business partner (2020)
- Online-Collaboration Board (miro) for working within project groups and for coaching process
- Introduction of Sustainable Entrepreneurship Competencies Questionnaire in 2019 and 2020



Lessons learned & Plans for Future

- Module will be continued with new elements and new title: Sustainable Venturing
- High interest of business partners to participate
- Need to standardize structures and content on one side and staying flexible and individualize support appropriate to offered challenges on the other
- Challenge-based Learning-approach: forming projects that are challenging for students but doable AND innovative AND of high implementation interest to business partners
- „Expectation management“: defining and documenting the role of business partners and lecturers
- Going ahead with
 - international student competitions (e.g. European Sustainable Innovation Contest) and
 - international exchange of teaching experiences
 - collaboration on the Sustainable Venturing Platform