

## PAST, PRESENT AND FUTURE OF ENTREPRENEURSHIP & INNOVATION

Winter Semester 2023 - 2024

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Course Timings:	<b>Mondays, 16:15-17:45 and 18:15-19:45 in NB 301, In-person</b>
Course Coordinator:	Prof. Dr. Shashi Matta, Chair of Innovation and Creativity
Instructors:	Prof. Dr. Shashi Matta (Chair of Innovation and Creativity) Prof. Dr. Monika Bachinger (Chair of Tourism and Entrepreneurship) Mr. Felix Hiemeyer (Chair of Tourism and Entrepreneurship) Mr. Jannes Marquardt, (Chair of Service Management)
Consultation Hours:	By prior appointment, arranged via email

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### Course and Objectives

This is a unique course, modeled on graduate-level seminar courses that provide a high-level overview of the field. The primary course objective is to provide a solid foundation for students interested in these two connected fields of Entrepreneurship and Innovation. In addition to sketching a broad overview of these two fields, this course will fulfil the following specific objectives:

- Offer a historic perspective on Entrepreneurship and Innovation across time and geography
- Identify key learnings from examining the foundations of Entrepreneurship and Innovation
- Examine the current state of these fields, through five different perspectives
- Encourage students to find patterns and trends that connect common themes on the drivers and the consequences of Entrepreneurship and Innovation
- Lay an agenda for the future of Entrepreneurship and Innovation
- Motivate critical thinking skills which will facilitate the authoring of White Papers on these topics

Students will gain soft skills such as teamwork, communication, and professional writing, and, will have an opportunity to enhance English language skills in a professional setting.

### Required Course Materials

The required readings for this course include articles and book chapters. Students are expected to read the assigned readings and common case thoroughly prior to each class session and come prepared for discussion. Assigned readings are listed under each session in the Course Timeline in this syllabus document, and will be available on ILIAS.

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## Evaluation: Graded Components and Grading Scale

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### Grade Structure

Term Paper (Team Deliverable): 100%

### Grading Scale (1.0 - 5.0)

1.0	93-100	Exemplary Performance
1.3	90-92.99	Strong Performance
1.7	87-89.99	Good Performance
2.0	83-86.99	Adequate Performance
2.3	80-82.99	Adequate Performance, with some deficiencies
2.7	77-79.99	Adequate Performance, with serious deficiencies
3.0	73-76.99	Weak Performance
3.3	70-72.99	Weak Performance, with serious deficiencies
3.7	67-69.99	Extremely Weak Performance, with serious deficiencies
4.0	66.99 or below	Poor Performance, with pervasive deficiencies

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### Guidelines for Term Paper

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### Term Paper: Team Deliverable (100% of the Final Grade)

**Please upload your files on ILIAS at the latest by 23:55 on Monday, March 04, 2024**

Students in the class will be divided into similar sized teams to co-author their Term Paper. Each team will focus on Entrepreneurship and Innovation in a specific sector or industry. Each team member is expected to contribute 7-10 pages of written content, while maintaining the flow and logic of the overall Term Paper. Examples of sectors / industries, and further instructions will be provided during the first class session on **October 16<sup>th</sup>**. Each team is required to finalize the industry / sector they want to focus on by **November 6<sup>th</sup>**. They will be assigned an instructor who will be their term paper supervisor. Teams are required to meet with their assigned supervisor to discuss the term paper at least once before the Christmas break, on **December 18<sup>th</sup>**, and then present a concrete proposal to them during the session on **February 5<sup>th</sup>**. Please see the detailed Course Timeline (p.3-9 of this syllabus document).

Please adhere to the following formatting instructions for your Term Paper -

- Margins of 2.5 cm on all four sides of the document.
- All written content (except for tables, figures, images if any) should be typed in Times New Roman font, size 12 point, single spaced.
- The maximum page limit for the team paper (everything included) is 60 pages.

## COURSE TIMELINE

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### WEEK # 1: Monday, October 16, 2023

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October 16                      16:15 - 17:45 in NB 301

**Lecture: Introduction to Past, Present and Future of Entrepreneurship & Innovation**

Session Instructors:    Prof. Dr. Shashi Matta (Chair of Innovation and Creativity)  
                                 Prof. Dr. Monika Bachinger (Chair of Tourism and Entrepreneurship)  
                                 Mr. Felix Hiemeyer (Chair of Tourism and Entrepreneurship)  
                                 Mr. Jannes Marquardt, (Chair of Service Management)

Concepts:                      Introduction to Course Professors and Overview of Topics  
                                 Introduction to the Common Case  
                                 Syllabus Analysis  
                                 Student Q&A with Professors

October 16                      18:15 - 19:45 in NB 301

**Tutorial: Team Formation and Guidelines for the Term Paper**

Concepts:                      Introduction to the Term Paper  
                                 Guidelines and Expectations for the Term Paper  
                                 Team Formation  
                                 Student Q&A and Team Discussions

Assigned Case:              Elie Ofek and Margot Eiran (2018), **"From Start-up to Grown-up Nation: The Future of the Israeli Innovation Ecosystem,"** Harvard Business Publishing.

This is a Common Case for the entire semester. Each of the instructors will devote some time during their tutorial session to discuss the application of concepts taught to the common case.

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**WEEK # 2: Monday, October 23, 2023**

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**October 23**                      **16:15 - 17:45 in NB 301**

**Lecture: Tracing the Evolution of Innovation and Identifying Key Takeaways**

Session Instructor:    **Prof. Dr. Shashi Matta**

Reading:                      Godin (2015), "Innovation: A Conceptual History of an Anonymous Concept," *Project on the Intellectual History of Innovation* (21).

Concepts:                      History of the Concept of Innovation  
Innovations that Changed History

**October 23**                      **18:15 - 19:45 in NB 301**

**Tutorial: Application of Key Takeaways on the History of Innovation to the Common Case**

Session Instructor:    **Prof. Dr. Shashi Matta**

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**WEEK # 3: Monday, October 30, 2023**

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**Self-Study and Team Work to Write the Term Paper**

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**WEEK # 4: Monday, November 6, 2023**

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**November 6**                      **16:15 - 17:45 in NB 301**

**Lecture: Innovation in the 21<sup>st</sup> Century and The Innovation Framework**

Session Instructor:    **Prof. Dr. Shashi Matta**

Reading:                      Drucker (2002), "The Discipline of Innovation," *Harvard Business Review* (August).

Concepts:                      Preparing for, Finding, and Nurturing Innovation in Business  
Innovation: Present Thought and Frameworks

**November 6**                      **18:15 - 19:45 in NB 301**

**Tutorial: Application of the Innovation Framework to the Term Paper**

Session Instructor:    **Prof. Dr. Shashi Matta**

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**WEEK # 5: Monday, November 13, 2023**

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**Self-Study and Team Work to Write the Term Paper**

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**WEEK # 6: Monday, November 20, 2023**

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**November 20**                      **16:15 - 17:45 in NB 301**

**Lecture: Setting linkages between local Start-ups and Entrepreneurial Ecosystems in Motion**

Session Instructor:    **Prof. Dr. Monika Bachinger**

Readings:                      Sussan, F. & Acs, Z.J. (2017) "The Digital Entrepreneurial Ecosystem," *Small Business Economics*, 49.

   Stam, E. & Spigel, B. (2016) "Entrepreneurial Ecosystems," Utrecht School of Economics Discussion Paper Series. Available at: <https://dspace.library.uu.nl/handle/1874/347982>

   Isenberg, D.J. (2010) "How to Start an Entrepreneurial Revolution," *Harvard Business Review*, June. Available at: [https://edisciplinas.usp.br/pluginfile.php/5419320/mod\\_resource/content/1/Harvard-Ecosystem.pdf](https://edisciplinas.usp.br/pluginfile.php/5419320/mod_resource/content/1/Harvard-Ecosystem.pdf)

Concepts:                      Entrepreneurial Ecosystems

**November 20**                      **18:15 - 19:45 in NB 301**

**Tutorial: Application of Key Takeaways on the Linkages of local Start-ups and entrepreneurial ecosystems to the Common Case**

Session Instructor:    **Mr. Felix Hiemeyer**

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**WEEK # 7: Monday, November 27, 2023**

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**Self-Study and Team Work to Write the Term Paper**

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**WEEK # 8: Monday, December 4, 2023**

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**December 4**                      **16:15 – 17:45 in NB 301**

**Lecture: How-To: Scaling up a Tourism Start-up with green Entrepreneurship**

Session Professor:     **Prof. Dr. Monika Bachinger**

Readings:     Gassmann, Oliver; Karolin, Frankenberger, Csik, Michaela: The St. Gallen Business Model Navigator, S. 1–13. Online verfügbar unter [www.bmi-lab.ch](http://www.bmi-lab.ch).

Gil-Soto, Esperanza; Armas-Cruz, Yaiza; Morini-Marrero, Sandra; Ramos-Henríquez, José M. (2019): Hotel guests' perceptions of environmental friendly practices in social media. In: *International Journal of Hospitality Management* 78, S. 59–67. DOI: 10.1016/j.ijhm.2018.11.016.

Kang, Sanghoon; Nicholls, Sarah (2021): Determinants of willingness to pay to stay at a green lodging facility. In: *International Journal of Hospitality Management* 94, S. 102834. DOI: 10.1016/j.ijhm.2020.102834.

Nelson, Katherine M.; Partelow, Stefan; Stähler, Moritz; Graci, Sonya; Fujitani, Marie (2021): Tourist willingness to pay for local green hotel certification. In: *PloS one* 16 (2), e0245953. DOI: 10.1371/journal.pone.0245953.

Concepts: Scaling strategies for green entrepreneurship in tourism markets

**December 4**                      **18:15 – 19:45 in NB 301**

**Tutorial: Application of Key Takeaways on green Start-up Scaling to the Term Paper**

Session Instructor:     **Mr. Felix Hiemeyer**

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**WEEK # 9: Monday, December 11, 2023**

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**Self-Study and Team Work to Write the Term Paper**

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**WEEK # 10: Monday, December 18, 2023**

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December 18

16:15 - 17:45

**Consultation of Project Teams with Assigned Instructor**

**Location to be arranged by each Team with their Assigned Instructor.**

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**PLEASE NOTE: ALL TEAMS NEED TO COMPLETE AT LEAST ONE MEETING WITH THEIR  
ASSIGNED INSTRUCTOR PRIOR TO THE CHRISTMAS BREAK**

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**WEEK # 11: Monday, January 8, 2024**

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**January 8**                      **16:15 - 17:45 in NB 301**

**Lecture: Design Thinking in Innovation**

Session Instructor:    **Mr. Jannes Marquardt**

Reading:                      Kolko, J. (2015), "Design Thinking Comes of Age," Harvard Business Review (September), 66-71

Concepts:                      Design Thinking, Business Model Canvas

**January 8**                      **18:15 - 20:00 in NB 301**

**Tutorial: Application of Design Thinking Concepts to the Common Case**

Session Instructor:    **Mr. Jannes Marquardt**

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**WEEK # 12: Monday, January 15, 2024**

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**Self-Study and Team Work to Write the Term Paper**

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**WEEK # 13: Monday, January 22, 2024**

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**January 22**                      **16:15 - 17:45 in NB 301**

**Lecture: Service Design and Service Blueprint**

Session Instructor:    **Mr. Jannes Marquardt**

Reading:                      Yu, Eun; Sangiorgi, Daniela (2018), "Service Design as an Approach to Implement the Value Cocreation Perspective in New Service Development," Journal of Service Research, 21 (1), 40-58

Concepts:                      Service Design, Service Blueprint

**January 22**                      **18:15 - 20:00 in NB 301**

**Tutorial: Application of Service Design Concepts to the Term Paper**

Session Instructor:    **Mr. Jannes Marquardt**



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**WEEK # 14: Monday, January 29, 2024**

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**Self-Study and Team Work to Write the Term Paper**

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**WEEK # 15: Monday, February 5, 2024**

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**February 5**                      **16:15 - 17:45 (location arranged with assigned instructor)**

**Lecture: Team Presentation and Discussion of Term Paper with Assigned Instructor**

**Location to be arranged by each Team with their Assigned Instructor**

Session Instructors:      Prof. Dr. Shashi Matta  
   Prof. Dr. Monika Bachinger, Mr. Felix Hiemeyer  
   Prof. Dr. Jens Hogleve, Mr. Jannes Marquardt

Note:                              Presentation of Term Paper outline and proposal; Receive feedback;  
   Each team is responsible for coordinating the meeting time for this  
   session with their assigned instructor.

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**Deadline for Term Paper Submission**

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**March 04, 2024**                      **Deadline: 23:55 on ILIAS**

**Term Paper submission. There is no second period exam or submission date for this course.**

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## Recommended Reading

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Here is a list of recommended books/articles for students who want to delve deeper into the topic after reading the assigned readings -

- Mitchell B. Weiss (2021), *We the Possibility: Harnessing Public Entrepreneurship to Solve Our Most Urgent Problems*, *Harvard Business Press Books*.
- HBR's 10 Must Reads on Entrepreneurship and Startups (2018). *Harvard Business Press Books*.
- Alan S. Gutterman (2018), *Definitions and Types of Entrepreneurship*. *Business Expert Press*.
- Hanushek, E. A., G. Schwerdt, L. Woessmann, and L. Zhang (2017), *General Education, Vocational Education, and Labor-Market Outcomes over the Lifecycle*. *Journal of Human Resources*, 52(1), 49-88.
- Nedelkoska, L. und G. Quintini (2018), *Automation, skills use and training*. OECD Social, Employment and Migration Working Papers No. 202.
- OECD (2017), *OECD Employment Outlook 2017*. OECD Publishing.
- Stifterverband (2018), *Future Skills: Welche Kompetenzen in Deutschland fehlen*. Future Skills – Discussion Paper 1.