

## PAST, PRESENT AND FUTURE OF ENTREPRENEURSHIP & INNOVATION

Winter Semester 2024 - 2025

---

|                     |   |
|---------------------|---|
| 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)<br>Mr. Maximilian Bauer (Chair of Innovation and Creativity)<br>Ms. Louisa Schneider, (Chair of Service Management)<br>Ms. Lu Bostanli (Chair of Christian Social Ethics and Social Policy)<br>Mr. Felix Hiemeyer (School of Transformation and Sustainability)<br>Ms. Lana Vizjak (Chair of Tourism and Center for Entrepreneurship) |
| Consultation Hours: | By prior appointment, arranged via email  |

---

### 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
- 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.

---

## Evaluation: Graded Components and Grading Scale

---

### 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         |

---

## Guidelines for Term Paper

---

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

**Please upload your files on ILIAS at the latest by 23:55 on Monday, March 03, 2025**

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 21<sup>st</sup>**. Each team is required to finalize the industry / sector they want to focus on by **October 28<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 on **December 9<sup>th</sup>**, and then present a concrete proposal to them during the session on **February 3<sup>rd</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

---

### WEEK # 1: Monday, October 21, 2024

---

October 21                      16:15 - 17:45 in NB 301

#### **Lecture: Introduction to Past, Present and Future of Entrepreneurship & Innovation (Part 1)**

Session Instructors:      Mr. Maximilian Bauer (Chair of Innovation and Creativity)  
   Prof. Andre Habisch (Chair, Christian Social Ethics & Social Policy)  
   Mr. Felix Hiemeyer (School of Transformation and Sustainability)  
   Ms. Lana Vizjak (Chair of Tourism & Center for Entrepreneurship)

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

#### **Lecture: Tracing the Evolution of Innovation**

Session Instructor:      **Mr. Maximilian Bauer**

Concepts:                      History of the Concept of Innovation  
   The Main Drivers of Innovation

October 21                      18:15 - 19:45 in NB 301

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

Session Instructor:      **Mr. Maximilian Bauer**

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

---

**WEEK # 2: Monday, October 28, 2024**

---

**October 28**                      **16:15 - 17:45 in NB 301**

**Lecture: Introduction to Past, Present and Future of Entrepreneurship & Innovation (Part 2)**

Session Instructors:    Prof. Dr. Shashi Matta (Chair of Innovation and Creativity)  
   Ms. Louisa Schneider (Chair of Service Management)

**Lecture: Tracing the Evolution of Innovation (Part 2) 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:                      Innovations that Changed History

**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

**October 28**                      **18:15 - 19:45 in NB 301**

**Tutorial: Application of Key Takeaways on the History of Innovation to the Term Paper**

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

---

WEEK # 3: Monday, November 4, 2024

---

November 4                      16:15 – 19:45

**Combined Lecture & Tutorial as an Excursion to Sustainable Homes, Otto-Hahn-Straße, 80577 Manching); Meeting time at Sustainable Homes: 17:15**

Session Instructor:    **Mr. Felix Hiemeyer, Ms. Lana Vizjak, Case Partner Marco Holzer**

Readings:                      Teece, D.J. (2010) “Business Models, Business Strategy and Innovation,” Long Range Planning, 43(2-3), 172-194. Available at: <https://doi.org/10.1016/j.lrp.2009.07.003>

Gössling, S. and Scott, D. (2024) “Tourism in the polycrisis: a Horizon 2050 paper,” Tourism Review, June. Available at: <https://www.emerald.com/insight/content/doi/10.1108/TR-06-2024-0519/full/pdf?title=tourism-in-the-polycrisis-a-horizon-2050-paper>

Concepts:                      Business Value Creation, Current Developments in Tourism

---

WEEK # 4: Monday, November 11, 2024

---

November 11                      16:15 – 17:45 in NB 301

**Lecture: The green transformation of business models - insights from the tourism industry**

Session Instructor:    **Mr. Felix Hiemeyer**

Readings:                      **Bocken, N.M.P., Short, S.W., Rana, P., & Evans, S. (2014),** “A literature and practice review to develop sustainable business model archetypes,” *Journal of Cleaner Production*, 65, 42-56. Available at: <https://doi.org/10.1016/j.jclepro.2013.11.039>

United Nations (2024) *The Sustainable Development Goals Report 2024*. Available at: <https://unstats.un.org/sdgs/report/2024/The-Sustainable-Development-Goals-Report-2024.pdf>

Concepts:                      Enabling Green Transformation, Sustainable Development Goals

November 11                      18:15 – 19:45 in NB 301

**Tutorial: Workshop: Developing and implementing business models of the green transformation using the tourism industry as an example**

Session Instructor:    **Ms. Lana Vizjak**

---

**WEEK # 5: Monday, November 18, 2024**

---

**November 18**                      **16:15 - 17:45 in NB 301**

**Lecture: Design Thinking in Innovation**

Session Instructor:    **Ms. Louisa Schneider**

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

Concepts:                      Design Thinking, Business Model Canvas

**November 18**                      **18:15 - 20:00 in NB 301**

**Tutorial: Application of Design Thinking Designing for Service Inclusion**

Session Instructor:    **Ms. Louisa Schneider**

---

**WEEK # 6: Monday, November 25, 2024**

---

**November 25**                      **16:15 - 17:45 in NB 301**

**Lecture: Service Design and Service Blueprint**

Session Instructor:    **Ms. Louisa Schneider**

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

**November 25**                      **18:15 - 20:00 in NB 301**

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

Session Instructor:    **Ms. Louisa Schneider**

---

**WEEK # 7: Monday, December 2, 2024**

---

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

---

**WEEK # 8: Monday, December 9, 2024**

---

**December 9                      16:15 - 17:45**

**Consultation of Project Teams with Assigned Instructor**

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

---

**WEEK # 9: Monday, December 16, 2024**

---

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

---

**PLEASE NOTE: ALL TEAMS NEED TO COMPLETE AT LEAST ONE MEETING WITH THEIR  
ASSIGNED INSTRUCTOR ON DECEMBER 9, 2024**

---

---

WEEK # 10: Monday, January 13, 2025

---

January 13 16:15 - 17:45 in NB 301

**Lecture: Disruptive and Sustaining Innovation**

Session Instructor: **Ms. Lu Bostanli**

Readings: Joseph L. Bower/ Clayton M. Christensen (1995) "*Disruptive Technologies: Catching the Wave*" Harvard Business Review. Available at: <https://hbr.org/1995/01/disruptive-technologies-catching-the-wave>  
Christensen, Raynor and McDonald (2015), "*What Is Disruptive Innovation?*" Harvard Business Review. Available at: <https://hbr.org/2015/12/what-is-disruptive-innovation>

Concepts: Disruptive Innovation, Sustaining Innovation, Job to be done

January 13 18:15 - 19:45 in NB 301

**Tutorial: Application of Disruptive and Sustaining Innovation Concepts to Term Paper**

Session Instructor: **Ms. Lu Bostanli**

---

WEEK # 11: Monday, January 20, 2025

---

January 20 16:15 - 17:45 in NB 301

**Lecture: Market Creating Innovations**

Session Instructor: **Ms. Lu Bostanli**

Readings: J. A. Schumpeter (1994) [1942]. Chapter VII The Process of Creative Destruction, in: *Capitalism, Socialism and Democracy*. London: Routledge. pp. 81-83. Available at: <http://139.59.56.236/bitstream/123456789/478/1/schumpeter-joseph-a-capitalism-socialism-and-democracy.pdf>

P. Aghion, C. Antonin, S. Bunel (2021). *The Power of Creative Destruction: Economic Upheaval and the Wealth of Nations*. Harvard University Press.

Concepts: Market Creating Innovations

January 20 18:15 - 19:45 in NB 301

**Tutorial: Application of Key Concepts to the Term Paper**

Session Instructor: **Ms. Lu Bostanli**



---

**WEEK # 12: Monday, January 27, 2025**

---

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

---

**WEEK # 13: Monday, February 03, 2025**

---

**February 3                      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, Mr. Maximilian Bauer  
                                 Ms. Louisa Schneider  
                                 Ms. Lu Bostanli  
                                 Mr. Felix Hiemeyer, Ms. Lana Vizjak

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.

---

**Deadline for Term Paper Submission**

---

**March 03, 2025                      Deadline: 23:55 on ILIAS**

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

---

## Recommended Reading

---

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*.