Introduction to sustainable entrepreneurship

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Summary
This course provides an introduction to sustainable entrepreneurship. By adopting a process perspective - from initial problem recognition all the way to establishing an impactful venture - this course offers a holistic overview of the steps involved in creating businesses for societal change.

Content
The class will cover the following topics:
• Introduction to social and environmental problems
• Identifying and developing opportunities for sustainable development
• Social design thinking
• Social business models
• Funding and scaling social ventures

Keywords
sustainable development, entrepreneurship, technologies for impact, new firm creation
POLY-perspective :
• citizen perspective
• creative perspective

https://www.epfl.ch/schools/cdh/cdhs-vision/

Learning Outcomes
By the end of the course, the student must be able to:
• Analyze the potential for addressing social and environmental problems entrepreneurially
• Develop a business plan for a sustainable venture
• Assess / Evaluate the impact potential of technologies
• Identify opportunities for sustainable development
• Compare different funding possibilities and their respective advantages/disadvantages

Transversal skills
• Evaluate one's own performance in the team, receive and respond appropriately to feedback.
• Make an oral presentation.
• Plan and carry out activities in a way which makes optimal use of available time and other resources.
• Communicate effectively, being understood, including across different languages and cultures.

Teaching methods
To steer this active learning experience, the course will combine classical lectures with several interactive teaching methods, including group work, student presentations, individual reflection exercises, case studies, as well as guest speaker experiences.

Expected student activities
Active participation of students in class;
Business idea generation individually and in groups;
Development of a business project in groups;
Presentations in class

Assessment methods
50% Sustainable business project (group project incl. three presentations and final commented pitch deck)
30% Individual assignment
20% Peer-2-Peer Feedback Evaluation

Supervision
Office hours Yes
Assistants Yes
Others Office hours upon request

Resources
Websites
• http://entc.epfl.ch
• https://t4i.epfl.ch/