



Syllabus: Managing Sustainable Innovation TU Berlin Summer University 2020 Term 3

Week 1 July 20th - 24th

	20	21	22	23	24
	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 10:30	Welcome Day! Orientation and 1st session (2h) "Sustainable Innovation" (Prof. Kratzer)	Social Networks/HRM (Prof. Kratzer)	Lean Entrepreneurship/ Entrepreneurship Education (Prof. Kratzer)	Opportunity Recognition / Social/Sustainable Business Models (Prof. Kratzer)	No Class
11:00 - 12:30		Innovation Management (Prof. Kratzer)	Migrant Entrepreneurship / International Entrepreneurship (Prof. Kratzer)	Questions & Answers (Prof. Kratzer)	Cultural Program
13:30 - 15:30		User Innovation (Prof. Kratzer)	Cultural Program	Questions & Answers (Prof. Kratzer)	
16:00 +					

Week 2 July 27th- 31st

	27	28	29	30	31
	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 10:30	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	CfE – “EINS”	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	No Class
11:00 - 12:30	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	CfE – “EINS”	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	Cultural Program
13:30 - 15:30	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	DYHL (K. Cagarman)	Cultural Program	DYHL (K. Cagarman)	
16:00 +	Cultural Program	DYHL (K. Cagarman)		DYHL (K. Cagarman)	

Week 3 August 3rd - 7th

	03	04	05	06	07
	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 10:30	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	No class
11:00 - 12:30	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	
13:30 – 15:30	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	DYHL (K. Cagarman)	Cultural Program	DYHL (K. Cagarman)	
16:00 +	Cultural Program	DYHL (K. Cagarman)		DYHL (K. Cagarman)	

Week 4 August 10th- 14th

	10	11	12	13	14
	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 10:30	No Class	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	No Class
11:00 - 12:30	Pitch DYHL	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	Pitch “Pitch-Deck”	No Class
13:30 - 15:30	Pitch DYHL	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	Assignment Pitch-Deck – Groups (Prof. Perner, N. Noak, P. Wolf, M. Karahan)	Pitch “Pitch-Deck”	Certificates Ceremony
16:00 +	Cultural Program				

*The cultural program timetable will be emailed to you shortly before your course starts. For more information about the cultural program, and for examples of previous schedules, head here: https://www.tu-berlin.de/menue/summer_university/cultural_program/

Assignment information

The individual assignment in the course part “Design Your Happy Life” (DYHL) and the group assignment to design a sustainable business model will be announced during the course.

Assessment information

You will be assessed in the following ways (see yellow sessions in schedule, if applicable):

- Individual Pitch and Presentation DYHL (“Design Your Happy Life”); August, counts 50% to final grade
- Group Pitch and Presentation “Pitch-Deck”; August 13, counts 50% to final grade

Grading information

All participants of the TU Berlin Summer & Winter University are required to select their grading option at the time of registration. The two options available are (i) graded or (ii) pass/fail.

All participants who select option (i) graded, will receive a grade under the German grading system. The following table provides an overview of the grading system and equivalent scores for international credit transfers:

Total mark	German grade	English description
More or equal to 95	1,0	Excellent
More or equal to 90	1,3	Very good
More or equal to 85	1,7	Good
More or equal to 80	2,0	Good
More or equal to 75	2,3	Good
More or equal to 70	2,7	Satisfactory
More or equal to 65	3,0	Satisfactory
More or equal to 60	3,3	Satisfactory
More or equal to 55	3,7	Sufficient
More or equal to 50	4,0	Sufficient
Less than 50	5,0	Failed

Credit Points

ECTS is a point system and European standard developed by the Commission of the European Community. ECTS stands for European Credit Transfer System. The aim is to provide common procedures and guarantee academic recognition of studies abroad. The credit system is based on student workload. All lectures, seminars, excursions and homework count towards the workload. One point is awarded for the equivalent of 25-30 hours of workload.

Reading list

Here are reading materials which will be used or referred to during the course. You are not required to read these in advance – this is for your information and reference.

The research articles will be available online in ISIS at TU Berlin after enrollment.

I. Michelfelder, J. Kratzer (2013) 'Why and How Combining Strong and Weak Ties within a Single Interorganizational R&D Collaboration Outperforms Other Collaboration Structures', *Journal of Product Innovation Management*, 30, pp. 1159-1177.

J. Kratzer, H.G. Gemuenden, CH. Lettl (2008) 'Revealing dynamics and consequences of fit and misfit between formal and informal networks in multi-institutional product development collaborations', *Research Policy*, pp. 1356-1370.

Ozman, M. (2009) Inter-firm networks and innovation: a survey of literature, *Economics of Innovation and New Technology*, 39-67.

J.Kratzer, K. Takacs, (2007) 'Expectations of Staying in House: The effects of social networks' *Review of Sociology*, 13 (1), 31-48.

J.Kratzer, R.Th.A.J. Leenders, J.M.L. van Engelen, (2005) 'Informal contacts and performance in innovation teams', *International Journal of Manpower*, 26, pp. 513-528.

J. Kratzer, R.Th.A.J. Leenders, J.M.L. van Engelen, (2008) 'The social structure of leadership and creativity in engineering design teams', *Journal of Engineering and Technology Management*, pp. 269-286.

J. Kratzer, K. Zboralski, R.T.A.J. Leenders, (2009) 'Interaction quality within communities of practice: Contextual factors of utilizing different communication media', Special Issue: Virtual Learning and Knowledge Sharing, *International Journal of Networking and Virtual Organizations*, pp. 199-223.

J. Kratzer, M. Mrozewski (2020) 'Factors fostering creativity in start-up teams', In: A. McKay/J. C. Kaufman 'Creative Success in Teams', Academic Press.

R.Th.A.J. Leenders, J.M.L. van Engelen, J. Kratzer (2007) 'Systematic Design Methods and the Creative Performance of New Product Teams: Do They Contradict or Compliment each other', *Journal of Product Innovation Management*, 24, pp. 166-179.

J. Kratzer, Ch. Lettl, (2009) 'The distinctive role of lead users and opinion leaders in the social networks of schoolchildren', *Journal of Consumer Research*, 36, 646-659.

J. Kratzer, Ch. Lettl, N. Franke, P. Gloor (2016) 'The social network position of lead user', *Journal of Product Innovation Management*, 33, 201-216.

E. Gentina, J. Kratzer (2020) 'An Integrative Model of the Influence of Self-Esteem on Adolescents' Consumer Innovativeness: The Mediating Role of Social Network Position and Need for Uniqueness', *Industry & Innovation*.

Weber, C., Kratzer, J. (2013). Social entrepreneurship, social networks and social value creation: A quantitative analysis among social entrepreneurs. *International Journal of Entrepreneurial Venturing*, 5(3), 217-239.

Rashid, L. (2019) Entrepreneurship Education and Sustainable Development Goals: A literature Review and a Closer Look at Fragile States and Technology-Enabled Approaches, *Sustainability*, 11 (9), 5343.

Middermann, H.L., Kratzer, J., Perner, S. (2020). The impact of environmental risk exposure on the determinants of sustainable entrepreneurship. *Sustainability*.

Rashid, L, Alzafari, K., Kratzer, J. (2020). Founder Personalities, Behaviors and New Venture Success in Sub-Saharan Africa. *Technological Forecasting and Social Change*.

Horne, J., Recker, M., Michelfelder, I., Jay, J., Kratzer, J. (2020) Exploring entrepreneurship related to the sustainable development goals - mapping new venture activities with semi-automated content analysis. *Journal of Cleaner Production*.

- S. Steiner (Perner), J. Kratzer, H. Haase (2013) 'Show me the money: The impact of funding on the entrepreneurship education at German universities', *American Journal of Entrepreneurship*, 6, pp. 55-72.
- Potishuk, V., Kratzer, J. (2017) 'Factors affecting entrepreneurial intentions and entrepreneurial attitudes in higher education', *Journal of Entrepreneurship Education*, 20 (1), pp. 36-55.
- Alzafari, K., Kratzer, J. (2019) 'Challenges of Implementing Quality in European Higher Education: An Expert Perspective', *Quality in Higher Education*, 25 (3), 261-283.
- R. Harms (2015) Self-regulated learning, team learning and project performance in entrepreneurship education: Learning in a lean startup environment, *Technological Forecasting & Social Change*, 100, 21-28.
- York, J.L., Danis, J.E. (2014) Customer Development, Innovation, and Decision-Making biases in the lean start-up, *Journal of Small Business Strategy*, 24, 21-39.
- Müller, R., Thoring K. (2012) Design thinking vs lean start-up: a comparison of two user driven innovation strategies, *Leading Through Design*, 151-161.
- Keupp, M.; Gassmann, O. (2009) The Past and the Future of International Entrepreneurship: A Review and Suggestions for Developing the Field, *Journal of Management*, 2009; 35; 600-633.
- Jones, M.V.; Coviello, N.; Tang, Y.K. (2011) International Entrepreneurship research (1989–2009): A domain ontology and thematic analysis, *Journal of Business Venturing*, 26, 632-659.
- Ellis, P.D. (2011) Social ties and international entrepreneurship: Opportunities and constraints affecting firm internationalization, *Journal of International Business Studies*, 42, 99-127.
- Midderman, H.L., Rashid, L. (2019) Cross-Country Differences in Entrepreneurial Internationalization Tendencies: Evidence from Germany and Pakistan, *Administrative Science*, 9, 54.
- Schaltegger, Stefan; Wagner, Marcus (2011): Sustainable entrepreneurship and sustainability innovation: categories and interactions. In *Bus. Strat. Env.* 20 (4), pp. 222–237. DOI: 10.1002/bse.682.
- Bocken, N.M.P., Short, S., Rana, P., Evans, S., 2013. A value mapping tool for sustainable business modelling. *Corp. Gov. Int. J. Bus. Soc.* 13, 482e497. <https://doi.org/10.1108/CG-06-2013-0078>.
- Boons, F., Lüdeke-Freund, F., 2013. Business models for sustainable innovation: state-of-the-art and steps towards a research agenda. *J. Clean. Prod.* 45, 9e19.
- Ritala, P., Huotari, P., Bocken, N., Albareda, L., Puumalainen, K., 2018. Sustainable business model adoption among S&P 500 firms: a longitudinal content analysis study. *J. Clean. Prod.* 170, 216e226. <https://doi.org/10.1016/j.jclepro.2017.09.159>
- Upward, A., Jones, P., 2015. An ontology for strongly sustainable business models defining an enterprise framework compatible with natural and social science. *Organ. Environ.* 29, 97e123.

Evans, Steve; Vladimirova, Doroteya; Holgado, Maria; van Fossen, Kirsten; Yang, Miying; Silva, Elisabete A.; Barlow, Claire Y. (2017): Business Model Innovation for Sustainability: Towards a Unified Perspective for Creation of Sustainable Business Models. In *Bus. Strat. Env.* 26 (5), pp. 597–608. DOI: 10.1002/bse.1939.

Volkman, Christine; Fichter, Klaus; Klofsten, Magnus; Audretsch, David B. (2019): Sustainable entrepreneurial ecosystems: an emerging field of research. In *Small Bus Econ* 43 (3), p. 476. DOI: 10.1007/s11187-019-00253-7.

Bocken, N.M.P.; Short, S. W.; Rana, P.; Evans, S. (2014): A literature and practice review to develop sustainable business model archetypes. In *Journal of Cleaner Production* 65, pp. 42–56. DOI: 10.1016/j.jclepro.2013.11.039.

Bocken, Nancy; Ritala, Paavo; Albareda, Laura; Verburg, Robert (Eds.) (2019): *Innovation for Sustainability*. Cham: Springer International Publishing (Palgrave Studies in Sustainable Business In Association with Future Earth).

Lüdeke-Freund, Florian; Massa, Lorenzo; Bocken, Nancy; Brent, Alan; Musango, Josephine (2016): *business models for shared value*. Edited by Network for Business Sustainability South Africa.

Geissdoerfer, M., Vladimirova, D. & Evans, S. (2018) Sustainable business model innovation: A review. *Journal of Cleaner Production*. 198, pp. 401–416. Available from: doi:10.1016/j.jclepro.2018.06.240.

Tiemann, I., Fichter, K. & Geier, J. (2018) University support systems for sustainable entrepreneurship: insights from explorative case studies. *International Journal of Entrepreneurial Venturing*. 10 (1), p. 83. Available from: doi:10.1504/IJEV.2018.090983.

Wakkee, I., van der Sijde, P., Vaupell, C. & Ghuman, K. (2019) The university's role in sustainable development: Activating entrepreneurial scholars as agents of change. *Technological Forecasting and Social Change*. 141, pp. 195–205. Available from: doi:10.1016/j.techfore.2018.10.013.