

Program Schedule

Oct 5 - 31, 2023

Online - Part 1:

Session 1 : Oct 5 - (17:00-18:30 CET)

Kick-off & Team-Building

Session 2: Oct 10 - (17:00-18:30

CET) Sustainable Entrepreneurship
& Sustainable Business Model
Design

Session 3: Oct 12 - (17:00-18:30

CET) Idea Generation & SDGs

On-site - Part 2:

(Klagenfurt, Austria)

Oct 16, Mon (9:00-17:00)

A guided tour of the Makerspace &
Team-building activity
Workshop on Ideation

Oct 17, Tue (9:00-17:00)

Business idea group-work and one-
to-one coaching
Business Model Canvas

Oct 18, Wed (9:00-17:00)

Prototyping and Design Thinking
Business idea group-work and one-
to-one coaching

Oct 19, Thu (9:00-17:00)

Fear of Failure Workshop
Business idea group-work and one-
to-one coaching

Oct 20, Fri (10:00-20:00)

Pitch training
Group work and pitching
competition with a jury

Oct 21, Sat (9:00-13:00)

Learning transfer

Online - Part 3:

Oct 31, - (17:00-18:30 CET)

Reflection

BLENDED INTENSIVE PROGRAMME SUSTAINABLE ENTREPRENEURSHIP (3 ECTS)

About the program

Join our **dynamic Sustainable Entrepreneurship Program (SUS-ENT)**, a compact **experiential learning program (3 ECTS)**, equipping students with the competencies they need to understand and develop sustainable business ideas. **Master the art of innovating, developing sustainable business models, enhancing your entrepreneurial abilities, and pitching compelling new ideas.**

Experience the **unique blend of virtual and in-person immersive learning** in our Blended Intensive Program (BIP) to foster entrepreneurial mindset, digital communication, and sustainability skills.

In **partnership with Makerspace Carinthia and Startup Carinthia**, we're empowering the Alps-Adriatic startup ecosystem, linking you to a vibrant network of startups, support, and invaluable know-how.

Embrace the future with SUS-ENT, **fostering a sustainable entrepreneurial culture** that addresses environmental concerns, considers the demands of conscious customers, boosts circular economy, and guarantees long-term success. **Let's create a global, conscious, and sustainable entrepreneurial community together!**

Learning outcomes

- Understanding Sustainable Entrepreneurship
- Developing an Entrepreneurial Mindset
- Sustainable Business Model Design
- Pitch Training and Presentation Skills
- Group Work and Collaboration
- Overcoming fear of failure in entrepreneurship



Language: ENG



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BLENDED INTENSIVE PROGRAMME: SUSTAINABLE ENTREPRENEURSHIP

Why Join the Sustainable Entrepreneurship BIP?

WHY?

Sustainable entrepreneurship intertwines environmental and social concerns with business, promoting ventures that balance profit with planet preservation and social welfare. As we confront pressing issues like climate change, resource exhaustion, demographic shifts and biodiversity loss, businesses adopting social and sustainable practices can actively counter these threats with eco-friendly operations, renewable energy solutions, and socially-oriented and sustainable offerings. Today's consumers favor businesses demonstrating sustainability commitments, aligning with their own values. By practicing sustainable entrepreneurship, businesses can build trust, enhance brand reputation, and attract a growing segment of environmentally conscious consumers.

Main aims and learning outcomes



- Building foundational knowledge: The program aims to provide participants with a comprehensive understanding of **sustainable** entrepreneurship.
- Fostering team collaboration: Entrepreneurship often involves working in teams, and the program aims to enhance participants' ability to work effectively together, share ideas, and leverage collective strengths.
- Developing digital skills and learning to work remotely. Participants will attend online sessions and have remote team buildings before the onsite part of the program.
- Cultivating Ideation and creativity: The program emphasizes the importance of generating innovative and **sustainable** business ideas.
- Developing business modeling skills: Participants will learn how to develop and refine business models and they will gain insights into **sustainable** business practices.
- Promoting prototyping and design thinking: The program focuses on the practical aspect of entrepreneurship by introducing participants to prototyping and design thinking methodologies
- Addressing the fear of failure: Entrepreneurship involves inherent risks and challenges. The program aims to address participants' fear of failure by providing a dedicated workshop to explore this topic.
- Enhancing pitching and presentation skills: Pitch training and preparation sessions are included to equip participants with effective communication and presentation skills
- Last but not least, at the end of the program participants will acquire a **sustainable** and entrepreneurial mindset while gaining a bundle of essential skills to thrive in their personal life and professional career.

BLENDED INTENSIVE PROGRAMME: SUSTAINABLE ENTREPRENEURSHIP

Learning and Teaching Methods

Students learn about **sustainable** entrepreneurship and gain practical knowledge through interactive workshops and collaborating with other students in group projects. Students develop sustainable business ideas and enjoy one-to-one coaching sessions with successful entrepreneurs, business owners and consultants. The culmination is the pitching competition where participants' creativity, entrepreneurial mindset and pitching skills will be challenged.

Program Designers



FH-Prof. Dr. Eithne Knappitsch is a university lecturer and corporate trainer living and working in southern Austria. With a focus on teamwork, leadership, and Diversity and Inclusion, Eithne strives to promote conscious personal and professional leadership in her training and teaching. As a professor of intercultural management and a TEDx curator, she brings an entrepreneurial mindset to all her endeavors and a dynamic and engaging approach to training. Eithne is a former President of SIETAR Austria and co-founder of the Global Case Study Challenge, a non-profit driving a future-oriented movement of global, conscious, and **sustainable** thinkers and leaders.



Dr. Anna Zinenko, a sustainability professional, university lecturer, and trainer based in Barcelona. With a holistic teaching philosophy, Anna constantly interconnects different subjects, teaching approaches, and cultures while embedding **sustainability** and its principles into her classes. Her research interests include sustainability strategy, corporate social responsibility instruments, and sustainability integration in diverse cultural frameworks. With a background in corporate **sustainability** and a passion for learning, Anna is here to guide you through the steps of establishing social and **sustainable** entrepreneurship projects. Anna is also Creative Operations lead at the Global Case Study Challenge.



Join Eithne and Anna, an award-winning learning design team, for this extraordinary entrepreneurial learning experience. They are both passionate about **sustainability**, entrepreneurial-thinking, and innovative, fun & meaningful learning experiences.