

## DESCRIPTION OF ELECTIVE COURSE

<b>Name of the school:</b> Haute école de gestion de Genève	<b>Academic Year:</b> 2024-2025
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FIRST PART: DESCRIPTION OF MODULE	
<b>1. Domain</b>	Business and Services
<b>2. Department</b>	International Business Management
<b>3. Course name</b>	<b>Sustainable Entrepreneurship</b>
<b>4. Code</b>	31049
<b>5. Type of education</b>	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> MAS <input type="checkbox"/> <input type="checkbox"/> DAS / CAS / single days
<b>6. Number of ECTS Credits</b>	<b>5</b>
<b>7. Prerequisites</b>	<input checked="" type="checkbox"/> Validation of the modules in semesters 1 and 2 <input checked="" type="checkbox"/> Attendance of the modules in semesters 3 and 4 for full-time students, and semesters 5 and 6 for part-time students <input type="checkbox"/> .....
<b>8. Teaching language</b>	<input type="checkbox"/> French <input type="checkbox"/> German <input checked="" type="checkbox"/> English <input type="checkbox"/> Other: .....
<b>9. Objectives</b>	At the end of this course, students should: <ul style="list-style-type: none"> <li>Demonstrate a comprehensive understanding of sustainable entrepreneurship, including its impact on the economy, society, and the environment.</li> <li>Identify and evaluate sustainable business models, emphasizing their capacity to generate positive societal and/or environmental outcomes while ensuring financial viability.</li> <li>Cultivate an entrepreneurial mindset, refine critical thinking skills, and demonstrate proficiency in collaborative endeavors with entrepreneurs</li> </ul>

<p><b>10. Contents</b> <i>(General themes and descriptions, the accurate content may change)</i></p>	<p>This course introduces sustainable entrepreneurship, emphasizing its capacity to address societal and environmental challenges while ensuring financial viability.</p> <p>With a strong emphasis on hands-on experience and practical learning, students will collaborate with real-world ventures based at local incubators in Geneva, such as, e.g., FONGIT, -Pulse, and SINGA. Throughout the course, students will develop the skills to assess sustainable business opportunities and craft viable business models.</p> <p>The course structure integrates group work, interactive lectures, workshops, case studies, and guest speakers to explore theoretical concepts in entrepreneurship, management, marketing, and psychology within the context of sustainability. Through participation in group projects and a sustainable venture endeavor, students will apply their learning in real-world scenarios.</p> <p>Given the iterative nature of the course, consistent engagement and participation are critical for success. Each session builds upon previous concepts, underscoring the importance of staying current with coursework. Ultimately, this course caters to students aspiring to pursue careers in sustainable entrepreneurship or those aiming to make a positive impact through future business endeavors.</p>
<p><b>11. Evaluation</b></p>	<p>Students' grades for this course will be determined by a combination of group and individual assignments. The group project, which constitutes 60% of the final grade, entails crafting a sustainable business model for ventures sourced from local incubators in Geneva, with presentations at different phases of development. Individual assignments, making up 40% of the grade, center on offering peer-to-peer feedback on classmates' pitch presentations, emphasizing constructive criticism and suggestions for improvement.</p>
<p><b>12. Remediation/repetition</b></p>	<p><input checked="" type="checkbox"/> Compulsory remediation if the module grade is between 3.5 and 3.9 / 6. When subject to a remediation, only the grade of the remedial exam will be taken into account (maximum grade 4.0). A repeated module cannot benefit from a remedial exam.</p> <p><input type="checkbox"/> No remediation</p>
<p><b>13. Coordinator / main instructor</b></p>	<p>Enrico Bergamini</p>
<p><b>SECOND PART: LOCATION OF THE MODULE IN THE STUDY PLAN</b></p>	
<p><b>14. Level</b></p>	<p><input type="checkbox"/> Basic module <input type="checkbox"/> Advanced module <input checked="" type="checkbox"/> Specialized module <input type="checkbox"/> Other: .....</p>
<p><b>15. Characteristics</b></p>	<p><input checked="" type="checkbox"/> Module is mandatory (which could lead to final dismissal from the program, cf. art.15, al.1, « Statut des étudiant-e-s bachelor »)</p>
<p><b>16. Type</b></p>	<p><input checked="" type="checkbox"/> Main module <input type="checkbox"/> Module linked to main module <input type="checkbox"/> Optional module <input type="checkbox"/> Other: .....</p>

<b>17. Time organization</b>	<input checked="" type="checkbox"/> Module over 1 semester <input checked="" type="checkbox"/> Spring semester	<input type="checkbox"/> Module over 2 semesters <input type="checkbox"/> Fall semester	<input type="checkbox"/> Other
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