



CASE

Competencies for a sustainable
socio-economic development



Development of an International Master's Programme "Sustainability-driven Entrepreneurship". Using a European multi-stakeholder approach

Conference „Internationalisierung der Curricula“ – 02.11.2016, Göttingen
Prof. Dr. Marco Rieckmann & Lisa Bockwoldt



Universität Vechta
University of Vechta

This project is financed by the Erasmus+ Programme





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The CASE project

- “Competencies for A sustainable Socio Economic development” (CASE)
- EU Erasmus+ Knowledge Alliance / 2015-2017
- Lead: Vienna University of Economics and Business
- Participants from Austria, Czech Republic, Germany, Italy, Sweden

- Develop a Joint Master’s Programme on Sustainability-driven Entrepreneurship
- Building up and working in a strong Knowledge Alliance

- <http://www.case-ka.eu/>





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Sustainability-driven entrepreneurship

Agents of change towards a post-growth society (Parrish and Foxon, 2009; Kyrö, 2015)

- Sustainability-driven entrepreneurship meets ecological , social and economic challenges
- Main goal: creating innovative sustainable business ideas / start-ups

Competencies

Entrepreneurial competence is “the ability to identify and pursue entrepreneurial opportunities within a specific position and context” (Lans et al., 2014, p. 39)

Competencies for sustainable entrepreneurship (Lans et al., 2014,p. 43), such as embracing diversity and interdisciplinarity, interpersonal competence, strategic management competence, and entrepreneurial self-efficacy.





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Knowledge Alliance

Research



Education

Business



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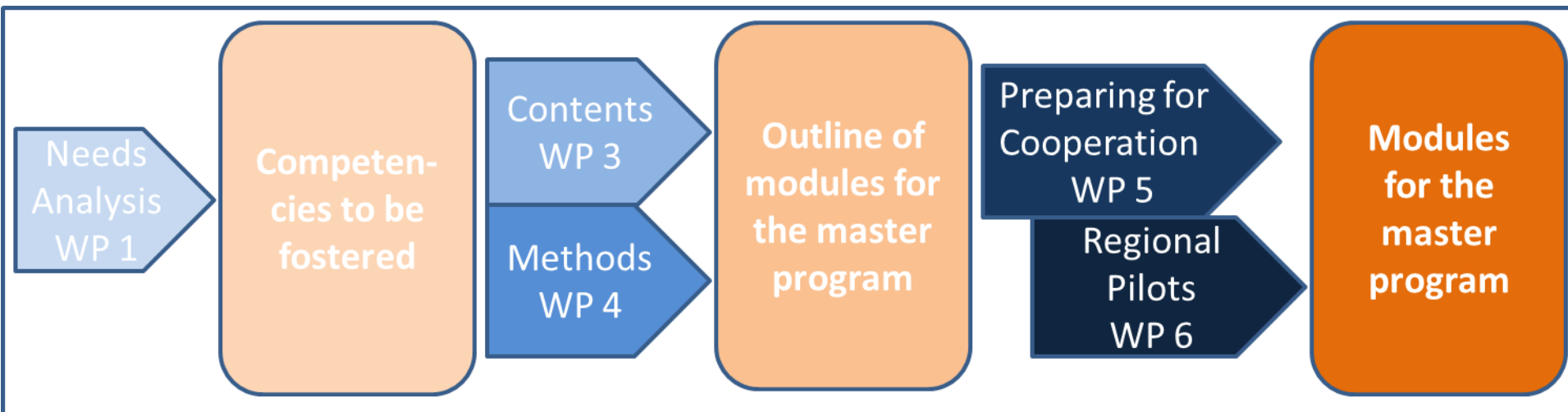




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Development process

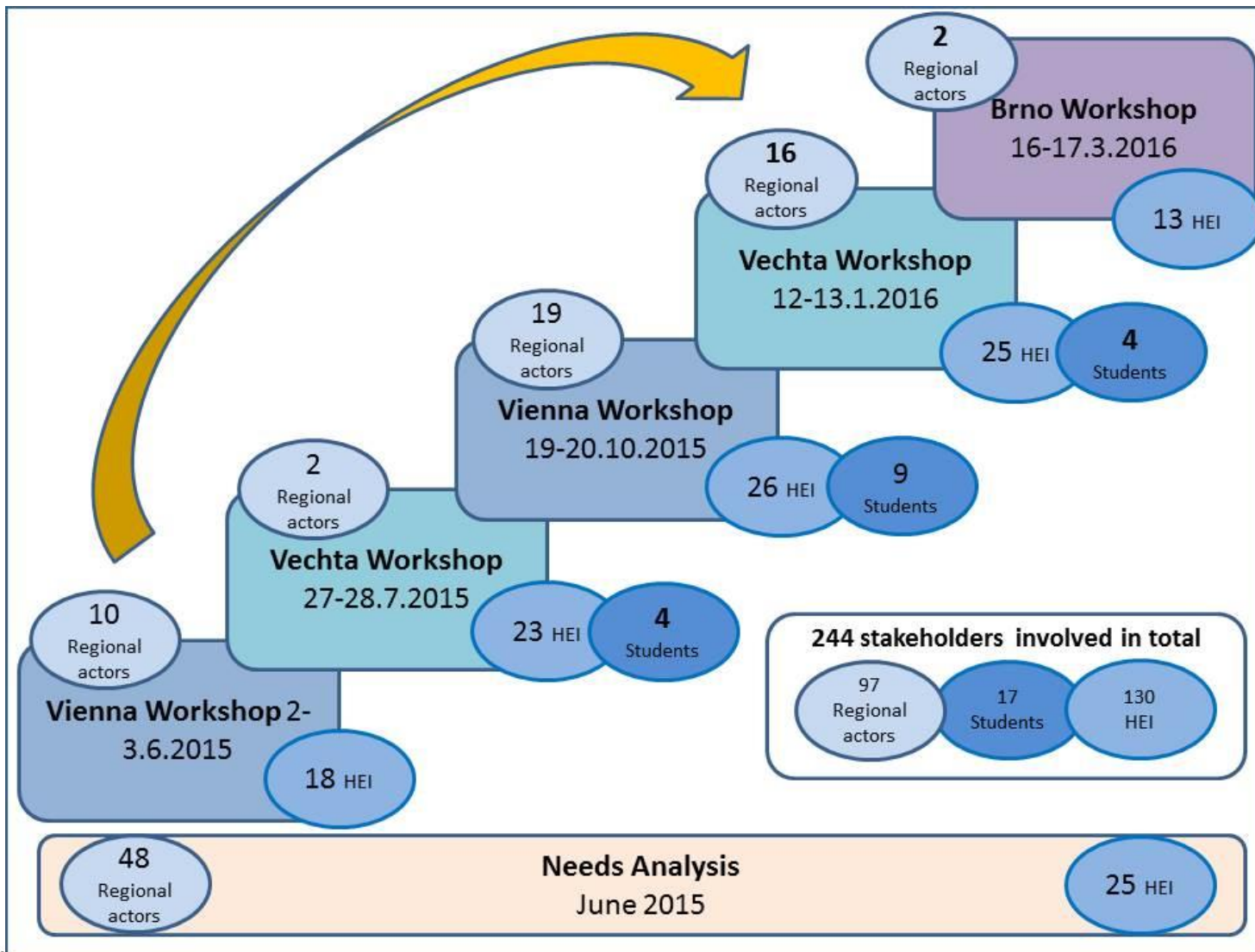




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Multi-stakeholder approach



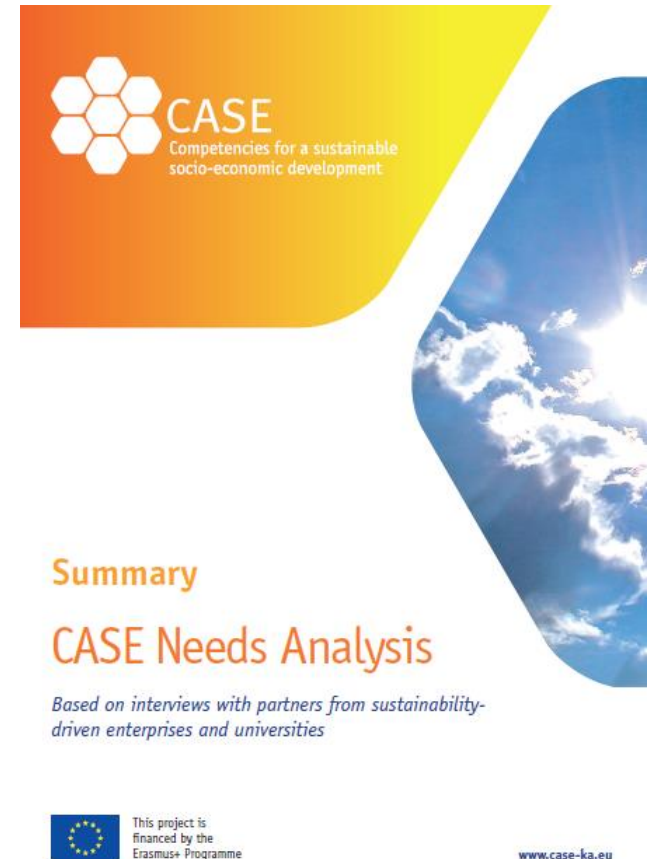


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Needs analysis

- Analyse **what competencies are needed** for sustainability-driven entrepreneurship according to
 - Sustainability-driven entrepreneurs/enterprises
 - Teachers for entrepreneurship and sustainability
- fundament for the development of the **Master's programme**
- Create a basis for a sustainable **network** of companies and universities





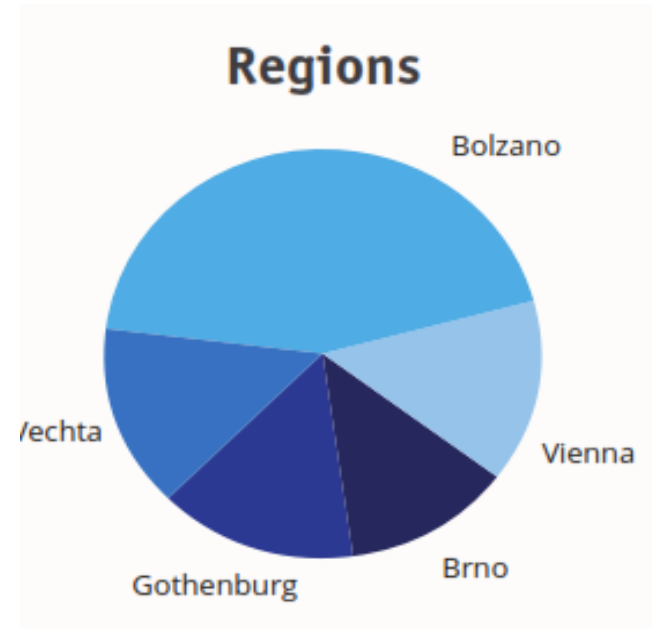
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Regional framework

Interview partners from 5
regions – diversity concerning:

- Geographic location
- Economic development
- Socio-economic challenges
- Higher Education





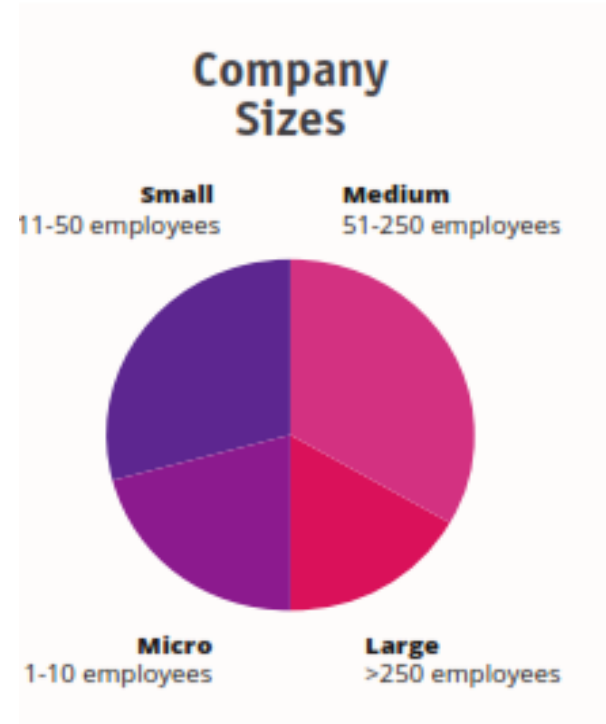
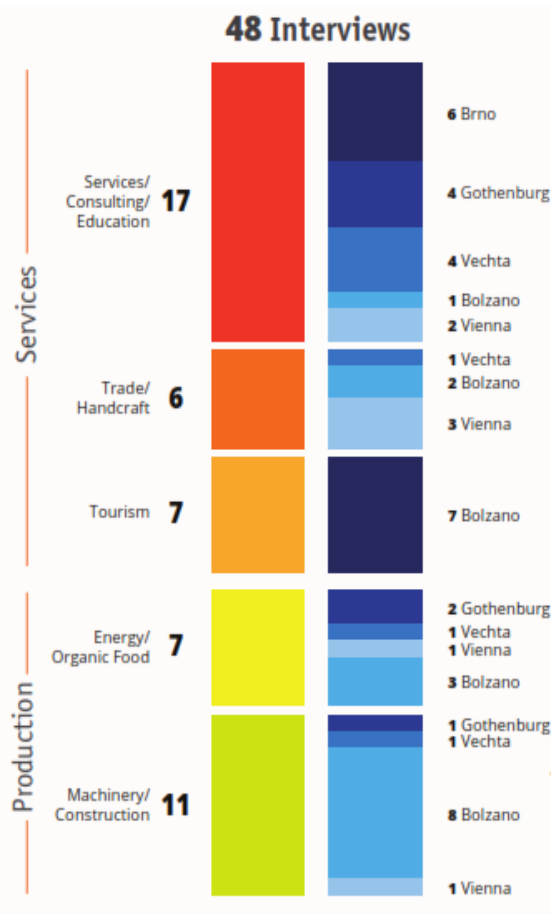
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Sustainability-driven business partners

Diversity of sectors

Diversity in size





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Results of the needs analysis

- Framework of competencies to be fostered
- Suggestions for
 - Contents
 - Teaching and learning methods
 - Learning settings with cooperation formats





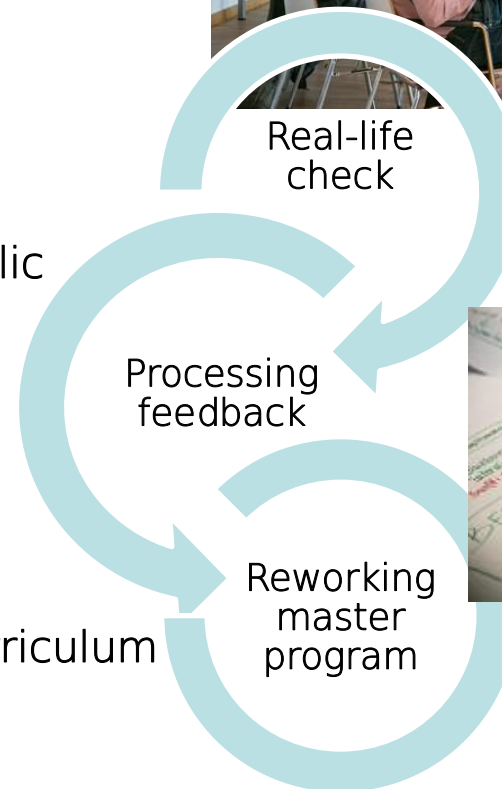
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Multi-stakeholder approach

Series of 5 workshops

- with all stakeholder groups
 - Teachers
 - Sustainability-driven entrepreneurs/businesses
 - Students
- in 3 regions
 - Austria, Germany, Czech Republic
- discussing
 - Competencies
 - Contents
 - Teaching and learning methods
 - Cooperation formats
 - Draft versions of the master curriculum



CASE Multistakeholder
Workshop,
Wiener Stadtwerke Holding,
December 2016





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Multi-stakeholder approach

Success factors

- Participative and interactive formats
 - professional facilitation: performance approach, culture of dialoge, encouraging processual learning
 - heterogenous participants from all target groups
- Emerged social learning through diverse experiences, reflection, generalisation and transfer



CASE Multi-stakeholder Workshop,
Wiener Stadtwerke Holding, December 2016





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Topics and pedagogical approaches

Sustainability-Driven Entrepreneurship Joint Master Program



Pedagogical framework of the CASE master program





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First outline of the master's programme

CASE-Master program on Sustainability-driven Entrepreneurship

Target: Fostering competencies for sustainability-driven Entrepreneurship to support a sustainable socio-economic transformation in society

Target Group: All students interested in Sustainability-driven Entrepreneurship/Intrapreneurship

Bridging courses					ECTS	
Semester 1	1.1 Transformation and Sustainability	1.2 Sustainable Economy	1.3 Interactions in multi-scales	5.1 Personal Development and coaching 1	30	
	Transformation and Sustainability	Sustainable Economy	Interactions in multi-scales			
	First Week Challenge - Defining 'Sustainability-driven Entrepreneurship'	Excursions to Pioneers	Regional Sustainability Challenge - 1/2			
		Methodology and Tools 1	Methodology and Tools			Creativity and opportunity detection
Semester 2	3.1 Pioneers of Sustainability: Intra- and Entrepreneurship	3.2 Sustainable Organisation and Management	2.1 Processes and Management of Innovation	5.2 Personal Development and coaching 2	30	
	Pioneers of Sustainability: Intra- and Entrepreneurship	Sustainable Organisation and Management	Processes and Management of Innovation			
	Impact	Finance	Methods on innovation management			Development of sustainable business idea and model
			2.2 Regional Sustainability Challenge 2/2			
Semester 3	4.1 New institutional settings and Multistakeholder networks	6.1 Elective Courses for specialization	6.2 Regional Hot Spots and thematic challenges	5.3 Personal Development and coaching 3	30	
	New institutional settings and Multistakeholder networks	Elective Courses for specialization OR Internship	Regional Hot Spots and thematic challenges			A week of fear and failure
						Developing a Sustainable Business Plan
	4.2 Multistakeholder conference	6.3 Internship	5.4 Master Thesis			
Semester 4	Multistakeholder conference	Internship OR Elective Courses for specialization	Master Thesis		30	





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Pilots

Testing different cooperation formats with (business) partners in all regions

- Service-learning
- Participatory research
- Guest lecturers as role models and for feedback
- Part-time internships to realise projects autonomously

Pilots

The next step in WP 5 and WP 6 of the CASE project is to pilot some of the courses or whole modules as proposed in the [CASE master program draft](#).

During this phase the different regions of the CASE project will test and evaluate courses that address the outlined contents and use the recommended methods.

Doing this, a strong focus will be on testing different cooperation formats between higher education institutions (HEIs) and business partners as well as innovative teaching methods for transdisciplinary teaching and learning with a particular focus on sustainability-driven entrepreneurship.

Vienna Pilot

One of these activities is a new edition of the “Sustainability Challenge” being an inter- and transdisciplinary university course on sustainable development in cooperation with four Viennese universities.



The initiative educates leaders of tomorrow through service learning projects and encourages students to develop their own business solution together with business partners.

[Find out more about the Sustainability Challenge](#)



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Knowledge Platform

Sharing knowledge and ideas with interested universities, teachers, business partners and students

- Outline of **modules**
- Experiences and outcomes from **pilots**
- **Guide**, how to structure and organise different cooperation formats
- **Material** on teaching and learning methods for teachers
- **Background knowledge** on teaching and learning approaches

Service Learning

i Definition

The basic theory of service-learning is Dewey's: the interaction of knowledge and skills with experience is key to learning.

Students learn best not by reading the Great Books in a closed room but by opening the doors and windows of experience. Learning starts with a problem and continues with the application of increasingly complex ideas and increasingly sophisticated skills to increasingly complicated problems.

Phase 1 – Planning

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Phase 2 – Preparation

Phase 3 – Action

📈 Learning objectives

- Relationships with community
- Academic rigour
- Reciprocity
- Critical reflection of experience
- Real life experiences

🔄 Cooperation

- Relationships with community
- Academic rigour
- Reciprocity
- Critical reflection of experience
- Real life experiences

🔗 Supporting material

- [Interview Amanda Cisterlin La Mont](#)





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Master implementation

Challenges

- Structural differences (number of credits, number of modules, beginning and end of semesters, forms of assessment,...)
- Implementing the programme at all partner universities

Transnational implementation with

- Enrollment universities
- Mobility universities





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We are happy to discuss your ideas and
interests. Please contact us!

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