



Sustainable Entrepreneurship – Theoretical Foundations

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Technische Universität München
TUM School of Management

Course for
Master in Technology and Management (TUM-BWL)
and Master Consumer Affairs (MCA)

Summer term 2017

I. COURSE DESCRIPTION

The 2030 Agenda for Sustainable Development represents a pact my UN member nations to embark on a mission to tackle the grand societal challenges of our time. Entrepreneurship plays a key role in the transformation towards sustainable development. There is a growing scholarly interest in the field of sustainable entrepreneurship, pursuing the triple bottom line of economic, ecological and social goals. In this course we will investigate the theory and empirical evidence of sustainable entrepreneurship. To start with, we define sustainable entrepreneurship and relate it to similar concepts. Furthermore, we discuss the process and impact of sustainable entrepreneurship, exploring sustainable opportunity recognition, development and exploitation.

The course is mainly offered for students of the Master Degree Program in Management and Technology and the Master Consumer Affairs. Exchange students are also highly welcome. The course is eligible for 6 credit points. Participation is limited to 30 students.

II. COURSE MATERIALS

The listed journal articles and papers will be provided as pdf files.

Session 1&2: Introduction: The nexus of sustainable development and entrepreneurship

Giddings, B., Hopwood, B., & O'brien, G. (2002). Environment, economy and society: fitting them together into sustainable development. *Sustainable Development*, 10(4), 187-196.

United Nations. (2015). Transforming our world: the 2030 Agenda for Sustainable Development.

Hall, J. K., Daneke, G. A., & Lenox, M.J. (2010). Sustainable development and entrepreneurship: Past contributions and future directions. *Journal of Business Venturing*, 25, 439-448.

Session 3&4: Sustainable entrepreneurship: What it is and what it is not

Binder J. and Belz F. M. (2014). Sustainable entrepreneurship: What it is. In: Kyro, P. (eds.): *Handbook of Entrepreneurship and Sustainable Development*. Elgar: Cheltenham, 30-71.

Shepherd, D. A. and Patzelt, H. (2011). Sustainable entrepreneurship: Entrepreneurial action linking “what is to be sustained” with “what is to be developed”. *Entrepreneurship: Theory & Practice*, 35(1), 137-163.

Session 5&6: The process of sustainable entrepreneurship – An overview

Belz, F.-M.. and Binder, J. K. (2017). Sustainable Entrepreneurship: A Convergent Process Model. *Business Strategy and the Environment*, 26(1), 1-17.

Muñoz, P., & Dimov, D. (2015). The call of the whole in understanding the development of sustainable ventures. *Journal of Business Venturing*, 30(4), 632-654.

Session 7&8: The process of sustainable entrepreneurship – The early phases

Patzelt, H., & Shepherd, D. A. (2011). Recognizing opportunities for sustainable development. *Entrepreneurship Theory and Practice*, 35(4), 631-652.

Cohen, B., & Winn, M. I. (2007). Market imperfections, opportunity and sustainable entrepreneurship. *Journal of Business Venturing*, 22(1), 29-49.

Kuckertz, A., & Wagner, M. (2010). The influence of sustainability orientation on entrepreneurial intentions—Investigating the role of business experience. *Journal of Business Venturing*, 25(5), 524-539.

Session 9&10: The process of sustainable entrepreneurship – The later phases

Fauchart, E. and Gruber, M. (2011). Darwinians, communitarians, and missionaries: the role of founder identity in entrepreneurship, *Academy of Management Journal*, 54(5), 935-957.

York, J. G., O'Neil, I., & Sarasvathy, S. D. (2016). Exploring environmental entrepreneurship: identity coupling, venture goals, and stakeholder incentives. *Journal of Management Studies*, 53(5), 695-737.

Hockerts, K., & Wüstenhagen, R. (2010). Greening Goliaths versus emerging Davids—Theorizing about the role of incumbents and new entrants in sustainable entrepreneurship. *Journal of Business Venturing*, 25(5), 481-492.

Session 11&12: Entrepreneurial teams in sustainable entrepreneurship

Powell, E.E., & Baker, T. (2017). In the beginning: Identity processes and organizing in multi-founder nascent ventures. *Academy of Management Journal*. Doi: 10.5465/amj.2015.0175

Dufays, F., & Huybrechts, B. (2016). Where do hybrids come from? Entrepreneurial team heterogeneity as an avenue for the emergence of hybrid organizations. *International Small Business Journal*, 34(6), 777-796.

Session 13&14: Hybrid organizing

Battilana, J., & Lee, M. (2014). Advancing research on hybrid organizing—Insights from the study of social enterprises. *The Academy of Management Annals*, 8(1), 397-441.

Battilana, J., & Dorado, S. (2010). Building sustainable hybrid organizations: The case of commercial microfinance organizations. *Academy of Management Journal*, 53(6), 1419-1440.

Session 15&16: Community entrepreneurship

Somerville, P., & McElwee, G. (2011). Situating community enterprise: A theoretical exploration. *Entrepreneurship & Regional Development*, 23(5-6), 317-330.

Peredo, A. M., & Chrisman, J. J. (2006). Toward a theory of community-based enterprise. *Academy of Management Review*, 31(2), 309-328.

III. COURSE OBJECTIVES

The overall objectives of the course are to:

1. Investigate the theory of sustainable entrepreneurship;
2. Understand what sustainable entrepreneurship is and what it is not;
3. Describe and explain the process of sustainable entrepreneurship;
4. Perceive social and ecological problems as entrepreneurial opportunities;
5. Understand how entrepreneurial opportunities for sustainable development are recognized developed and exploited;
6. Critically discuss and evaluate the promise of sustainable entrepreneurship.

V. EVALUATION OF LEARNING & GRADING POLICY

The grading is based on a written exam in the last session of the seminar (180 minutes). We will provide three different essay topics based on our class discussions and the literature provided before each class. Students choose one out of three questions. Grading will be based on structure, critical discussion and theoretical foundation of the reflection essay.

VI. CLASS SCHEDULE

#	Date	Contents	Lecturer
1-2	27.04.2017 (9.45-13.00)	Introduction: The nexus of sustainable development and entrepreneurship	Prof. Dr. Frank-Martin Belz
3-4	04.05.2017 (9.45-13.00)	Sustainable entrepreneurship: What it is and what it is not	Prof. Dr. Frank-Martin Belz
5-6	18.05.2017 (9.15-13.00)	Sustainable entrepreneurship process – An overview Guest lecture	Prof. Dr. Frank-Martin Belz
7-8	01.06.2017 (9.15-13.00)	Sustainable entrepreneurship process – The early phases Group work	Prof. Dr. Frank-Martin Belz
9-10	08.06.2017 (9.15-13.00)	Sustainable entrepreneurship process – The later phases Guest lecture	Anna-Lena Siegert
11-12	22.06.2017 (9.15-13.00)	Entrepreneurial teams in sustainable entrepreneurship Group work	Anna-Lena Siegert
13-14	29.06.2017 (9.15-13.00)	Hybrid organizing Group work	Christina Hertel
15-16	13.07.2017 (9.15-13.00)	Community entrepreneurship Exam preparation	Christina Hertel
17	20.07.2017 (9.15-13.00)	Exam	Anna-Lena Siegert & Christina Hertel

VII. Instructors

Prof. Dr. Frank-Martin Belz

Frank-Martin Belz holds the Chair of Corporate Sustainability Brewery and Food Industry (<http://www.sustainability.wi.tum.de>) at the Technical University of Munich (TUM School of Management), and leads the Center for Life Sciences and Management (<http://www.lifesciences.wi.tum.de>). Frank-Martin Belz studied Business Administration at the University of Giessen and the University of Mannheim (Germany). He did his PhD in Business Administration at the University of St. Gallen (Switzerland), where he has also been Assistant and Associate Professor. Frank-Martin Belz was the coordinator of the large-scale research project “Sustainable Lifestyles 2.0: End User Integration, Innovation, and Entrepreneurship (EU-InnovatE)” (<http://eu-innovate.com>), funded by the European Commission under Socio-Economic Sciences and Humanities of the EU’s Research Framework Programme 2014-2016. Frank-Martin Belz dedicates his research and teaching to sustainable entrepreneurship.

Christina Hertel (M.Sc.)

Christina Hertel is a research assistant and PhD student at the Chair for Corporate Sustainability Brewery and Food Industry (<http://www.sustainability.wi.tum.de>) at the Technische Universität München (TUM School of Management). She has been working at the Chair for Corporate Sustainability since 2013, where she assisted in the large-scale EU project EU-InnovatE, dealing with user and sustainable entrepreneurship. She holds a Bachelor’s degree in Management and Technology and a Master’s degree in Sustainable Resource Management (both from TUM). Since she graduated with distinction in 2016, she focuses on sustainable entrepreneurship and community entrepreneurship.

Anna-Lena Siegert (M.Sc.)

Anna-Lena Siegert is a research assistant and PhD student at the Chair for Corporate Sustainability Brewery and Food Industry (<http://www.sustainability.wi.tum.de>) at the Technische Universität München (TUM School of Management). In summer 2016, she graduated with distinction from the European Master’s programme in Consumer Affairs at TUM. The studies provided her with excellent background knowledge in the academic field of sustainable entrepreneurship. In her dissertation, she focuses on entrepreneurial teams in new sustainable ventures.

Munich, the 20th of February 2017