International Winter School 2021

SUSTAINABLE ENTREPRENEURSHIP - Theory and Practice

INFORM – INSPIRE - INTERACT

PROGRAM

January 18 - February 1, 2021
Interactive Online Seminar
## WEEK 1

<table>
<thead>
<tr>
<th>DAY</th>
<th>14:00 – 17:30 CET</th>
<th>Lecturer</th>
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<tbody>
<tr>
<td>MON</td>
<td>Welcome to the TUM School of Management</td>
<td>Prof. Dr. Gunther Friedl</td>
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<tr>
<td></td>
<td>Introduction to Sustainable Entrepreneurship</td>
<td>Prof. Dr. Frank-Martin Belz</td>
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| TUE  | Sustainable Entrepreneurship Beverages  
*Introduction & Business Model* | Fabian Eckert                                 |
| WED  | Sustainable Entrepreneurship in the Global South  
*Introduction & Cases* | Dr. Aline Menden                              |
| THU  | Sustainable Entrepreneurship Energy  
*Introduction & Business Model* | Torsten Schreiber                             |
|      | Sustainable Entrepreneurship Energy  
*Introduction & Business Model* | Prof. Dr. Wolfgang Rams                       |
| FRI  | Sustainable Entrepreneurship E-Mobility  
*Introduction & Business Model* | Jona Christians                               |

*All classes will take place in an online learning environment*
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<th>DAY</th>
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| MON  | 25.1             | Crowdfunding Sustainable Entrepreneurship  
Introduction & Business Model | Marilyn Heib |
| TUE  | 26.1             | Sustainable Business Model Canvas  
Brainstorming and Team Building | Prof. Dr. Frank-Martin Belz |
| WED  | 27.1             | Sustainable Business Model Development Workshop | Dr. Rebecca Preller |
| THU  | 28.1             | First Team Presentations & Feedback | Prof. Dr. Frank-Martin Belz |
| FRI  | 29.1             | Storytelling               | Dr. Sebastian Planck |
|      | 29.1             | Sustainable Business Model Canvas  
Working with Building Blocks | Esther Salvi |

**WEEK 3**

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<tr>
<th>DAY</th>
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<tbody>
<tr>
<td>MON</td>
<td>Final Team Presentations</td>
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LECTURERS

Prof. Dr. Frank-Martin Belz | Chair of Corporate Sustainability, TUM School of Management

Prof. Dr. Gunther Friedl | Dean of the TUM School of Management

Florian Henle | Co-Founder of Polarstern Energie

Jona Christians | Co-Founder of Sono Motors

Fabian Eckert | Founder of Recup

Marilyn Heib | Co-founder of Bettervest

Dr. Aline Menden | Co-Founder of Endeva

Dr. Sebastian Planck | Social Entrepreneurship Academy

Dr. Rebecca Preller | Post-Doc of the TUM Research Entrepreneurship Institute

Prof. Dr. Wolfgang Rams | Chief Operating Officer of Africa GreenTec

Esther Salvi | Chair of Corporate Sustainability, TUM School of Management

Torsten Schreiber | Co-Founder of Africa GreenTec

Status: October 19, 2020