

The enkelfähig economy – sustainable transformation of business models

This seminar is developed in partnership with HANIEL, one of Duisburg's largest industrial players. It offers practical insights into sustainable transformation of real business models. With a focus on hands-on learning, this course provides students with the skills and experience necessary to drive sustainability in the business world.

An enkelfähig economy is one that focuses on balancing economic growth and profitability while being in line with environmental and social sustainability. Enkelfähigkeit recognizes that economic development and profitability are important for long-term prosperity, but it also acknowledges that these goals must be achieved in a way that does not harm the environment or compromise the well-being of current and future generations.

In the course, the importance, and the requirement of sustainability for economic activity are elaborated. Through the examination of case studies students learn that acting sustainably within a corporate context is a complex challenge. It involves the consideration of many different stakeholders and requires an entrepreneurial attitude characterized by a pioneering spirit and the ability and willingness to innovate.

By engaging with the case studies the students are enabled to develop innovative approaches to corporate problem solving by acquiring entrepreneurial heuristics, methods and applying design thinking methods based on their prior interdisciplinary knowledge.

Representatives from academia and practice complement the learning process with diverse perspectives to both the problem and solution dimension of sustainable management. Through this approach, a sound understanding of problem solving is built and the students are enabled to examine the usefulness and feasibility of the solution approaches developed.

Module coordinator:	Prof. Dr. Esther Winther	
Lecturers:	Prof. Dr. Esther Winther Axel Berger Stephan Grabmeier Guest lecturers from academia and practice	
Contents:	1.	Socio-ecological crisis and sustainability
	2.	Role of the economy in the socio-ecological crisis and in the process of sustainable development
	3.	Regulatory requirements for sustainability
	4.	Sustainability assessment and indicators
	5.	“Enkelfähig approach” (value creation in harmony with environmental protection and the well-being of society)
	6.	Various methods from the field of entrepreneurship and innovation
	6.	Effectuation and Design Thinking as tools of entrepreneurial action

Learning outcomes:	<p>After the successful completion of this course, students will be able to</p> <ul style="list-style-type: none"> • outline the current state of the socio-ecological crisis, • describe dimensions of sustainability, • outline economic causes of said crisis, • describe fundamental dilemmas between ecological urgency and economic constraints, • analyze and optimize business models to make them coincide with ecological and social necessities by tackling them with heuristics of the effectuation approach and using them through methods of design thinking, • evaluate entrepreneurial decision-making logic on the basis of sustainability indicators and to name target categories of sustainable action in the entrepreneurial context.
Form of examination:	<ul style="list-style-type: none"> - Project work and presentation of results (in teams) - Written reflection paper
Target audience:	Master's students of all disciplines
Required knowledge:	None
Workload:	150 h
Language:	English
Credit points:	5