



## Course and Examination Fact Sheet: Spring Semester 2025

### 8,232: High-Growth Entrepreneurship: An International Applied Perspective

ECTS credits: 4

#### Overview examination/s

(binding regulations see below)

decentral - Presentation, Analog, Group work group grade (50%)

Examination time: Term time

decentral - Written work, Digital, Individual work individual grade (50%)

Examination time: Term time

#### Attached courses

Timetable -- Language -- Lecturer

[8,232,1.00 High-Growth Entrepreneurship: An International Applied Perspective](#) -- English -- [Souitaris Evangelos](#)

#### Course information

#### Course prerequisites

None.

#### Learning objectives

The educational objective of this course is to demonstrate to candidates with entrepreneurial aspirations, issues related to the creation of an international high-grow technology company.

Candidates will learn to:

1. Recognise and evaluate business opportunities (to change the world!)
2. Build a team around the opportunity
3. Assess and gain control of the required resources
4. Write a business plan
5. Market new products in entrepreneurial settings
6. Grow the business and exit from it

#### Course content

This is a case-based course. Traditional (powerpoint-based) theory-delivery will be kept to a minimum in class, but you will need to read a number of key academic papers that the instructor will point out, in order to be introduced to important theoretical contributions, to discuss in class.

Most of class time will be devoted to a portfolio of case studies, used to illustrate the concepts *in practice*.

**Please Note: It is ESSENTIAL to read ALL the cases before each class, so you can follow the discussion. All readings that you should prepared before class are marked as essential readings. Other (extra) readings that you can pursue at your own time, are marked as additional readings.**

#### Course structure and indications of the learning and teaching design

This course covers seven parts of the entrepreneurial process:

1. The entrepreneurial process



2. Evaluating opportunities
3. Building a team
4. Accessing financial resources
5. Growth
6. Maintaining Innovation
7. Exit

It is structured around real cases that will be discussed using input provided by students through their active involvement, by which we mean that for each session, students are expected to:

1. Study the essential readings before each session (usually one paper and/or case studies).
2. Actively discuss the materials in class.

This teaching approach is due to two related factors: (a) it is hard to teach an applied subject since it requires a certain amount of contextualization to specific organizations, sectors, or countries; (b) we believe in the old saying "tell me and I will forget, show me and I will remember, involve me and I will understand" (Confucius).

## Course literature

We will distribute a set of case studies, journal articles, and videos before the beginning of the course. Reading these materials before class is mandatory. There is no coursebook.

## Additional course information

For further information, please contact the teaching assistant of this class: [henrik.wesemann@unisg.ch](mailto:henrik.wesemann@unisg.ch)

### Attendance

Since the material in this course builds session by session, attendance at each session is important. Please notify us before class via email if you are unable to attend a session due to illness, family emergency, or an unavoidable conflict. A large share of the grading relevant information will be presented in class so it is of great importance that you attend all of the course.

Those students who are unable to attend the entire course for substantial reasons should contact us before the start of the course.

## Examination information

### Examination sub part/s

#### 1. Examination sub part (1/2)

##### Examination modalities

Examination type	Presentation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Group work group grade
Weighting	50%
Duration	--

##### Examination languages

Question language: English  
Answer language: English



## Remark

Pitch presentations on final course day.

## Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

## Supplementary aids

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## 2. Examination sub part (2/2)

### Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	50%
Duration	--

### Examination languages

Question language: English

Answer language: English

## Remark

Evaluating and reflecting on the business idea.

## Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

## Supplementary aids

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## Examination content

The first is a group assignment: You create a pitch (8 minutes) of an idea for an entrepreneurial new product or service with high-growth potential. Think big! Answer the following questions:

1. What is the business model?
2. How are you going to build your team?
3. Where and how are you going to find funding?
4. What is your growth strategy?
5. When and how would you like to exit from the business?

Try to utilise the management 'lessons' and frameworks that we have learned during the course. In the case of perceived injustices between team members, the assignment may contain peer evaluations.



Should presentations in person not be possible, your group will instead be asked to submit a prerecorded video pitch.

The second is an individual paper. Each group member has to write an individual report (2500 words max) critically evaluating the group-opportunity, assessing its strengths and weaknesses and offering a plan B (if plan A does not work).

## Examination relevant literature

See syllabus.

### Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW21) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 13 (Monday, 25 March 2025) are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 04 (Thursday, 23 January 2025);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 12 (Monday, 17 March 2025);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 14 (Monday, 31 March 2025);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before ending with de-registration period in CW 15 (Monday, 07 April 2025).