



Course and Examination Fact Sheet: Spring Semester 2025

8,235: Venture Ideation

ECTS credits: 4

Overview examination/s

(binding regulations see below)

decentral - Audiovisual work, Digital, Individual work individual grade (30%)

Examination time: Term time

decentral - Written work, Digital, Group work group grade (30%)

Examination time: Term time

decentral - Active participation, Analog, Individual work individual grade (10%)

Examination time: Term time

decentral - Presentation, Analog, Group work group grade (30%)

Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer

[8,235,1.00 Venture Ideation](#) -- English -- [Siren Charlotta](#)

Course information

Course prerequisites

This course deepens students understanding of entrepreneurship and innovation by deep-diving into the ideation and creativity process of new ventures. While no prerequisites are required, we expect students to have a strong interest in creativity, innovation, and new venturing.

The individual assignment in the form of a video presentation is due before the second session of the course. Students are required to prepare for the assignment immediately after the start of the course and spend the necessary time on completing it before the second session. The guidelines for the assignment will be available in Studynet before the start of the course.

In case of administrative and content-related questions, please contact the teaching assistant Nina Zachlod:
nina.zachlod@unisg.ch.

Learning objectives

Students who complete this class will be able to:

- Apply an iterative process to stimulate creativity in venture ideation processes.
- Use creativity tools in various contexts where creativity and innovation are needed.
- Assess how different stakeholders affect the venture ideation process.
- Analyze how venture ideation is done in practice.
- Appraise emerging trends and sustainable business opportunities in changing landscapes.
- Evaluate their own creative strengths and weaknesses.
- Manage creative processes and uncertainty.
- Collaborate to both give and receive constructive feedback in creativity-centered group processes.

Course content

The World Economic Forum's The Future of Jobs Report 2023 states that "(...) respondents (...) predict that 42% of business tasks will be automated by 2027." Problem solving skills, such as creativity, originality, and initiative, are therefore among the most important skills needed now and in the future. This course will introduce students to "creativity": what it is, and how it can be



used to create or otherwise improve entrepreneurial endeavors and other business pursuits. In doing so, it will show how venture ideation can be more innovative and effective.

Course goals:

This course aims to ensure that students will acquire a deep understanding of creativity as an independent concept. Students will learn how to comprehend, evaluate, foster, apply, and master creativity in the context of new venture ideation. Students will also gain heightened sensitivity into their own creative skills and they will be provided with insights into leadership tasks and required skills in creative contexts through a variety of guest lectures from industry experts, and business leaders, with a particular emphasis on startup and new venture leadership.

Students will be evaluated through an individual assignment, active participation and a joint group assignment. First, students will deliver an individual video assignment. Students will then complete a group project, where they will be asked to innovate a product or experience of their choice. The key focus of the group assignment will be the interactive usage of creativity tools and techniques in a way that demonstrates innovative and entrepreneurial thinking as part of the ideation process. By using various creativity tools, students will develop a highly innovative solutions to a self-identified problem or opportunity as part of a design-thinking inspired product design or a visualized customer journey yielding an enhanced experience economy related design. This course will also help students acquire core competencies needed to innovatively address grand societal challenges, such as the SDGs, by enabling them to design innovative business ideas.

Course structure and indications of the learning and teaching design

The course takes place during the first half of the semester. Throughout the six sessions, students are provided various conceptual lectures on different creativity related topics, as well as group exercises, hands-on parts for creative exercises and guest lectures by highly qualified speakers on different aspects of creativity and innovation in entrepreneurship contexts.

Session 1 / Introductory lecture: The course will begin with an introduction to the topic. Students will be given a topical overview, along with an introduction to course expectations and the associated individual and group assignments. The topical overview will include insight into modern understandings of creativity (different theories and research). The teaching team will support students by helping them develop group project ideas in the context of course goals. Students will form teams during the first week (i.e., the teams are not assigned) and work in these teams throughout the course.

Session 2 / Creativity tools and techniques: In this session, students will engage with various creativity tools and techniques frequently used in practice. Students will then apply these tools and techniques through group creativity exercises.

Session 3 / Sustainable Ideation: Students will understand the importance of sustainability for ideation and entrepreneurship, as well as the role that biodiversity and its upkeep play in that context.

Session 4 / Design thinking and ideation for customer journeys: In this session, students will learn the basic principles of design thinking with a focus on ideation. Students will then learn how successful companies are applying this method. They will get the chance to apply design thinking techniques to their own group projects in an extensive hands-on session.

Session 5 / Understanding creative processes of the future: As part of this lecture, students will interactively engage with the experience economy and other creative processes of future ideation.

Session 6 / Final presentations: On the last session, student groups will present their projects and receive feedback from other teams and teachers. At the end of the presentations, students will review and discuss what they have learned about the creative process across the course. The final written group examination paper will be due at the end of the semester.

The video assignment will be submitted before the second session of the course. Details on this task and the associated due date will be provided in the introductory lecture and on Studynet.

Course literature

Relevant literature:

- Michalko. (2006). Thinkertoys: A Handbook of Creative-Thinking Techniques (2nd ed.). Ten Speed Press. *(Available as an ebook from the HSG library)*
- Lewrick, M., Link, P., Leifer, L. (2018). The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems. Hoboken, New Jersey: John Wiley & Sons.



A collection of academic articles will be provided at the start of the course.

Additional course information

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Examination information

Examination sub part/s

1. Examination sub part (1/4)

Examination modalities

Examination type	Audiovisual work
Responsible for organisation	decentral
Examination form	Practical test
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Individual work individual grade
Weighting	30%
Duration	--

Examination languages

Question language: English
Answer language: English

Remark

Individual video presentation

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 (2/4)

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	Off Campus
Grading type	Group work group grade
Weighting	30%
Duration	--



Examination languages

Question language: English

Answer language: English

Remark

Final research paper

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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3. Examination sub part (3/4)

Examination modalities

Examination type	Active participation
Responsible for organisation	decentral
Examination form	Oral examination
Examination mode	Analog
Time of examination	Term time
Examination execution	Synchronous
Examination location	On Campus
Grading type	Individual work individual grade
Weighting	10%
Duration	--

Examination languages

Question language: English

Answer language: English

Remark

Active in-class participation

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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4. Examination sub part (4/4)

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	30%
Duration	--

Examination languages

Question language: English

Answer language: English

Remark

Research project presentation

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 guidelines for the individual video presentation are presented within the introductory lecture. Late submissions are not accepted and will receive the grade 1.0.

The guidelines for the research project presentation are presented within the introductory lecture. The presentations take place in the last lecture.

The final research paper is due end of the semester. Late submissions are not accepted and will receive the grade 1.0.

Examination relevant literature

The relevant literature will be made available through StudyNet.



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).