



Introducing innovative curricula and methodology

Focus: Economics and Management

Welcome at HNEE!



Hochschule
für nachhaltige Entwicklung
Eberswalde

Part 1: Presentation of Curricula

Focus: Economics and Management

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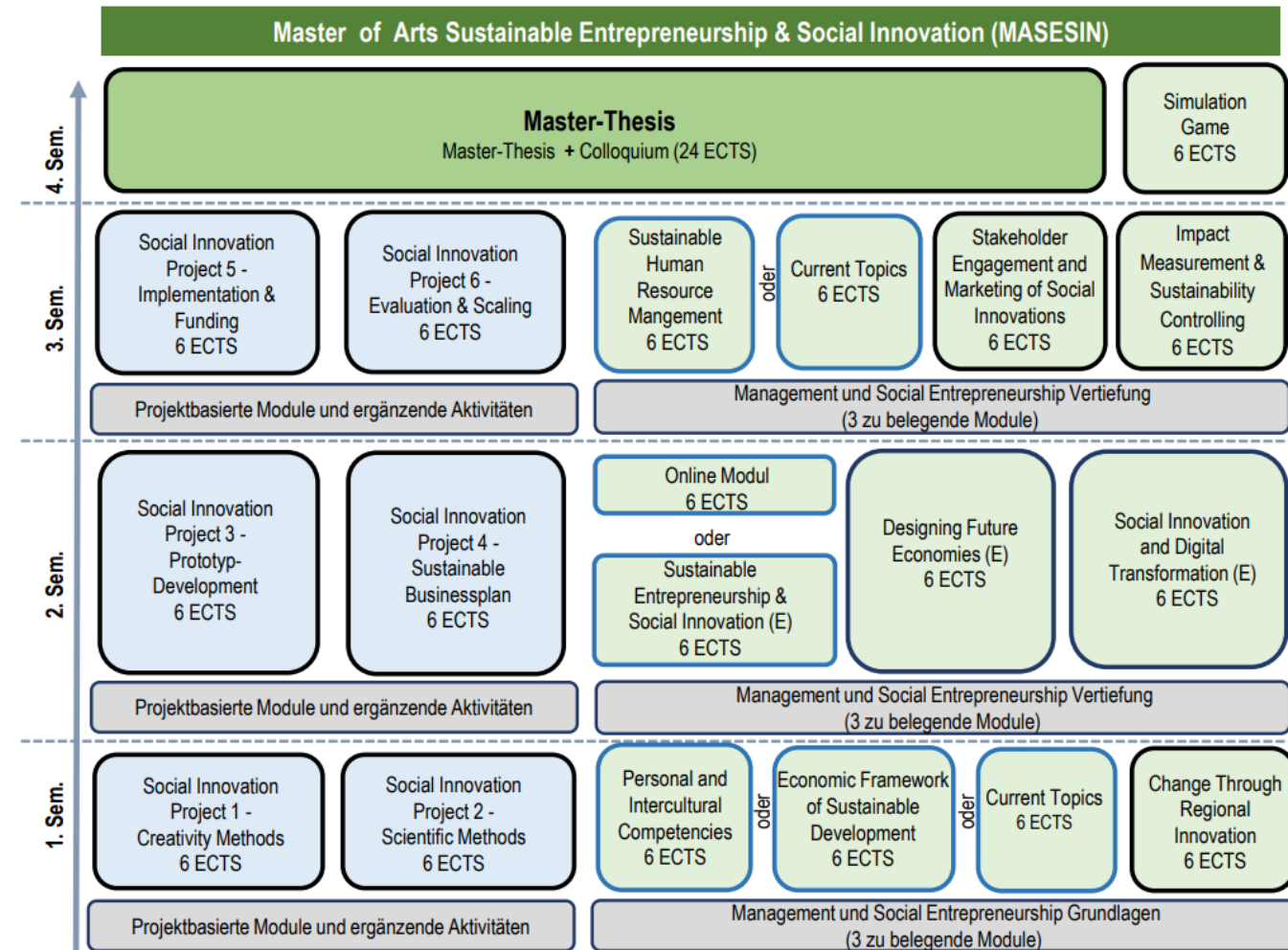


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Master: Sustainable Entrepreneurship and Social Innovation

- The consecutive master program offers a learning environment to develop **social innovations in politics, economy and society** for students who want to actively contribute to the transformation towards a more sustainable world
- open and **innovative teaching and learning environment** according to **triple loop learning**
- teaching of **relevant competencies to achieve the SDGs**: Systems thinking, anticipation, normative competence, strategic competence, critical thinking, self-awareness and integrated problem-solving competence
- knowledge transfer is based on a **high level of interactivity** with workshops, case studies, experts and practitioners

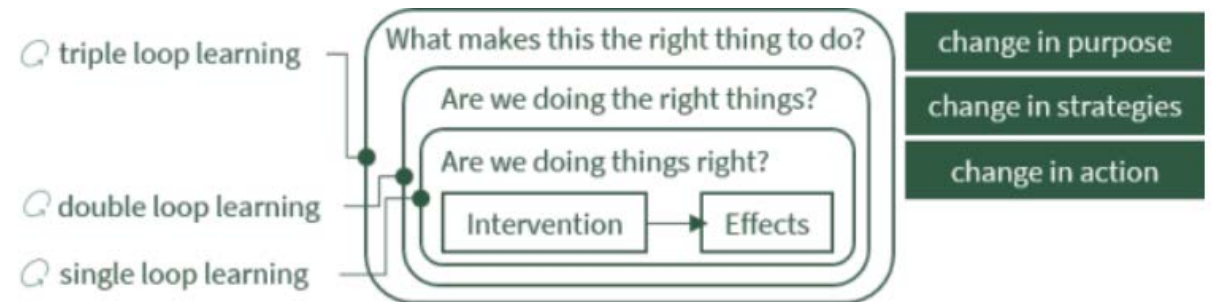


More information to be found [here](#)

Master: Sustainable Entrepreneurship and Social Innovation

- Triple Loop Learning moves **beyond simply acquiring skills or knowledge** and **focuses** instead on **personal change and transformation**
- Special focus on values, attitudes, and habits.
- Triple Loop Learning typically extends over a longer period: It involves **profound changes in the individual, the maturation of a person, and the journey of self-discovery.**
- the learning process must transcend the boundaries **between faculties and disciplines**, as well as the **boundaries between the university and its surrounding society**

Concept: Triple loop learning



More information to be found [here](#)

Master: Sustainable Entrepreneurship and Social Innovation

Module	Content	Language /semester
Economic Frameworks for Sustainable Development	<ul style="list-style-type: none"> • Macroeconomic framework conditions under which sustainable economic activity takes place. • Macroeconomic concepts, strategies and approaches to shaping sustainable development from different perspectives, system thinking 	German Winter semester
Transformation through Regional Innovation	<ul style="list-style-type: none"> • Spatial dimension of economic activity • Fundamentals: regional economics, spatial economic theory, regional economic policy • Spatial growth and shrinkage theory • Approaches to explaining and dealing with spatial disparities • (Supra-)regional innovation and transformation strategies • Tools of (regional) innovation management • Importance of social innovations for regional transformation processes / examples with reference to specific regional innovation strategies 	English / German Winter semester
Social Innovation Project 3 - Prototyping	<ul style="list-style-type: none"> • Exploration of the innovation idea for a product or service with potential customers, create prototypes, so-called "minimum viable products", on the basis of customer feedback, in order to know the needs and expectations as well as the willingness to pay of their target group, so that they can develop a marketable product/service 	English / German

Attendance of modules needs to be discussed individually

Master: Sustainable Entrepreneurship and Social Innovation

Module	Content	Language
Social Innovation Project 4 - Sustainable Business Plan	<ul style="list-style-type: none"> • Creation of a business plan based on the prototype / MVP of a prior developed social business idea (SIP 3) • Use of a canvas, guidance through all stages of planning their own social innovation project including business idea, founding team, market analysis, marketing and sales, company & organization, financial planning, financing • Presentation of the business plan to a jury of social entrepreneurs at the university 	English / German Summer semester
Social Innovation and Digital Transformation	<ul style="list-style-type: none"> • Social innovation is helping to solve some of the world's most pressing problems with new solutions such as fair trade, distance learning and mobile money transfer • Application of methods for developing, implementing and scaling social innovation • Link between digital transformation and social innovation, and the potential of digitalization in the context of social innovation 	English Summer semester
Designing Future Economics	<ul style="list-style-type: none"> • Participatory collaborative learning space for students to critically rethink existing economic systems and develop alternative ideas and concepts by designing scenarios of a better future • Development in systems thinking, anticipation and normative evaluation by drawing from a variety of disciplines (e.g. sustainable entrepreneurship, foresight, narration) to create sustainable futures. • Based on the methods of scenario planning, students translate trends in the future by thinking abductively and self-directed. 	English Summer semester

Attendance of modules needs to be discussed individually

Master: Sustainable Corporate Management

- Implementation of aspects of **sustainable corporate management in practice**
- Preparation to become active as company founders and to support and **advise companies and organizations** on their **path to a sustainability-oriented business model**

Module	Content	Language /semester
Sustainability and sustainable corporate governance	<ul style="list-style-type: none"> • Various concepts of sustainable corporate management and their elements • Simulation game on sustainable corporate management 	German Summer semester
Framework conditions sustainable economic activity	<ul style="list-style-type: none"> • Framework conditions of the economic order, business ethics and legal foundations 	German Summer semester
Sustainable Value chain management	<ul style="list-style-type: none"> • Players, instruments and strategies of sustainable value chain management, compliance with legal & voluntary standards, international labor standards, current sustainability issues in global supply chains and value networks 	German Summer semester
Corporate environmental and sustainability management	<ul style="list-style-type: none"> • Implementation of corporate environmental and sustainability management approaches, opportunities and limitations of corporate environmental and sustainability management 	German

Programme in German only

Master: Sustainable Corporate Management

Module	Content	
Sustainable Entrepreneurship	<ul style="list-style-type: none"> • Sustainable start-up management (entrepreneurial sustainability, start-up personality, sustainable mission statement development, employer branding, new work, situational leadership, requirements for business ideas, business models and strategies, requirements for pitch presentations) • Sustainability in financing and investment (requirements and corporate environment of banks and investment companies with regard to the topic of "sustainability" and the corresponding fields of action) 	German Winter semester
Sustainable Entrepreneurship – deep dive	<ul style="list-style-type: none"> • Entrepreneurial and innovation-oriented behavior of employees in organizations (intrapreneurship) • Personnel management for social entrepreneurs (diversity management, employability, etc.) • Social entrepreneurship, instruments and models for the design of structural and cultural framework conditions to promote intrapreneurship in social businesses 	German Summer semester

Programme in German only

Master: Strategic Sustainability Management

- The qualification program "Strategic Sustainability Management" has a modular structure.
- Can be studied as a **Master's degree**, take several courses as part of a **certificate program** or book individual **certificate course**
- qualification program is designed as a **blended learning format** to support the compatibility of work, family and studies → **alternately in attendance and in distance and self-study phases.**
- **Part time, accompanying course of studies**

Module	Content	Language /semester
M1 Mapping sustainability - making knowledge tangible	<ul style="list-style-type: none"> • Theoretical and practical overview of the current state of knowledge on sustainable development in business and society • New forms of presentation for the complex topic of sustainability. 	German Summer semester
M2 Sustainability positions in professional practice - orientation, transformation and ethical reflection	<ul style="list-style-type: none"> • Repositioning of a company or non-profit organization with regard to sustainable development in order to strengthen the ability to act in the long term. • Orientation in the current sustainability discourse, to distinguish between different positions and to reflect on their values and frame of reference. • Recognition of the challenges of a sustainability transformation in order to reflect on them and to reflect on their options for action. 	German Summer semester
M 3 Sustainability project	<ul style="list-style-type: none"> • Development of a specific project over three semesters (1.5 years) and implement it in practice. three phases: (1) project definition, (2) management plan, (3) process management and implementation 	German Summer semester

Programme cannot be attended by guests

Master: Strategic Sustainability Management

Module	Content	Language /semester
M4 Development of sustainability strategies	<ul style="list-style-type: none"> • Development of a tailor-made sustainability strategy • Recognition of market opportunities and use sustainability as innovation potential for an organization. 	German Winter semester
M 5 Management concepts for sustainability strategies	<ul style="list-style-type: none"> • Knowledge about sustainability management and practice of its application • Measurement of the effectiveness of your measures and professional communication 	German Winter semester
M 6 Process competence - change towards sustainability	<ul style="list-style-type: none"> • Knowledge about how to inspire stakeholders, gain partners, adapt plans and overcome obstacles in order to shape change processes. 	German Summer semester
M 7 Change agents for sustainability - identifying and developing skills	<ul style="list-style-type: none"> • Reflection on the heir role as a change agent • Awareness raising on one's own strengths, values and competencies. • Development of an ideal-typical competence profile for strategic sustainability manag 	

Programme cannot be attended by guests

Bachelor: Sustainable Economics and Management

- The bachelor course focuses on the responsible use of limited resources in business-related situations - on the sustainable use of people, technologies, financial means and natural resources
- **understanding the existing economic system and being able to map it**, but also about **critically questioning existing structures, finding innovative solutions and promoting change**
- integrative approach that **links known systems with new ideas**.

	Business management skills	Economic competencies	Sustainability competencies		Expanded competencies
	Business management skills 1	Microeconomics	Sustainability and science	Responsibility competencies	Mathematics in economics
				Ethics	
	Business management skills 2	Macroeconomics	Corporate environmental management	Self and project management	Statistics in economics
	BWL 3	Selective module	Economic and environmental law	Management competencies	Business English in the sustainability sciences
	Market-oriented corporate management				
	Practical semester	Praxisprojekt			
5	Sustainable management of limited resources	<div style="background-color: #004d40; color: white; padding: 5px; transform: rotate(-2deg); display: inline-block;">Programme in German only</div>			
6	Consolidation				

Bachelor: Sustainable Economics and Management

Module	Content	Language /semester
Sustainability and science	<ul style="list-style-type: none"> • Introduction to Sustainable Development 	German Winter semester
Sustainable management of limited resources	<ul style="list-style-type: none"> • focuses on the work of the Department of Sustainable Economy in the research focus 	German Winter semester
Corporate environmental management	<ul style="list-style-type: none"> • basic ideas of environmental management as a part of the management of an organization (industry, trade, service provider, public authority, etc.) that deals with environmental protection 	German Summer semester
Economic and environmental law	<ul style="list-style-type: none"> • legal framework in the context of sustainability • basic understanding of commercial and environmental law and its impact on entrepreneurial activities 	German Summer semester

Programme in German only

Part 2: Approaches and instruments

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Digital Innovation and Learning Lab (DILeLa)

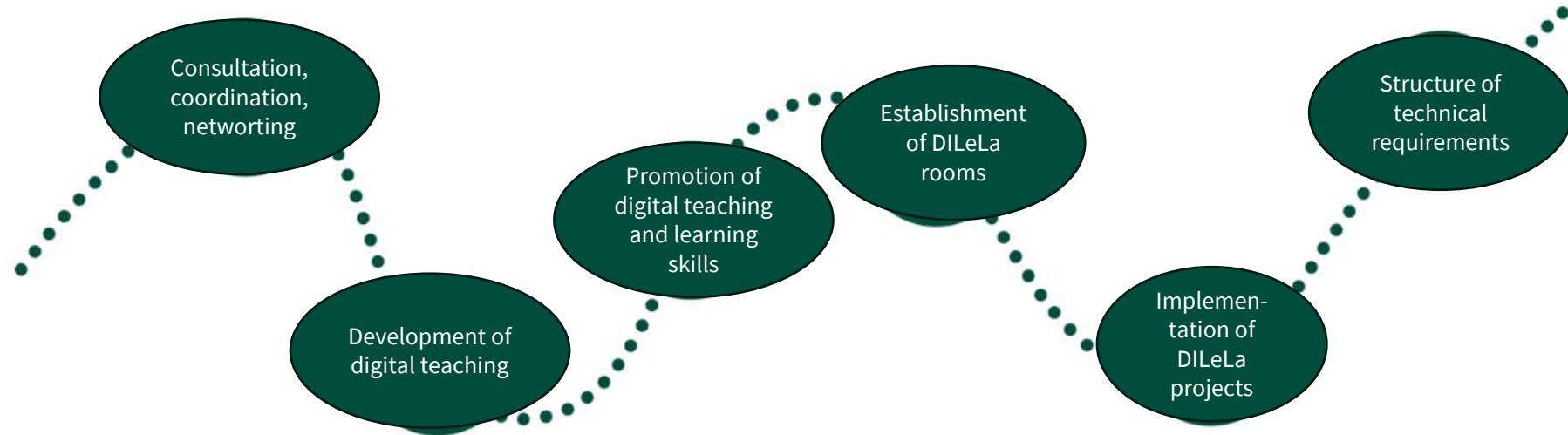
- The **Digital Innovation and Learning Lab** enhances the learning experiences of students and educators.
- development of **digital and hybrid forms of teaching and learning** with teachers and students in the learning and experience space
- Testing them in new contexts, scientifically accompanying them, and thereby strengthening digital competencies among all participants
- Accompanying activities for **knowledge management and transfer, coordination and networking**, communication and exchange are implemented
- **Redesigning the digital learning environment to be student-centered.**
- **Cultivation of digital learning and living space** through communication and collaboration.

Digital
Innovation
and
Learning
Lab
- DILeLa -



Digital Innovation and Learning Lab (DILeLa)

DILeLa-activities and goals at a glance



<https://www.hnee.de/DILeLa>

E-Learning and Media



Emma+

The teaching- and study platform of the HNEE

- ▶ [What is Emma+](#)
- ▶ [Login-Help](#)
- ▶ [opening Emma+](#)

Offers for our students



Online-courses at the HNEE and more

Here you can find study materials from other universities.

▶ [more](#)



Tablets, Notebooks and Multimedia to loan

Reservations via IT-Centre (ITSZ)

▶ [more](#)

Digital Tool box concerning E-Learning and collaborative working at the HNEE: for students and lecturers

... and our lecturers



Instructions, trainings and further education

Options for i.a. further education and best-practise-examples for lecturers

▶ [more](#)



icon_AdobeConnect

Video conferences and lecture recording

Here you can find information on access and application of video conferences and support for lecture recording.

- ▶ [Video conferences](#)
- ▶ [lecture recording](#)



Aspects of copyright law

Here you can find selected information relating copyright.

▶ [more](#)



Part 3: Insights in Methodology and Didactics

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Role play

What is a role play?

- Role play is a form of experiential learning
- Participants assume the roles of characters and act out scenarios or situations.
- Participants may take on various roles, such as customers and service providers, employees and managers, or characters in a story or scenario.

What is the goal of a role play?

- Simulation of real-life interactions and practice communication, problem-solving, or decision-making skills in a safe and controlled environment
- Role plays can provide very powerful learning experiences for students by immersing them in simulated real world situations
- Role plays can be structured or improvised, and they can vary in complexity depending on the objectives and the context in which they're used.



Role play – an example: World Climate Stimulation

Context:

The atmosphere is tense. Women and men are engaging in heated discussions, gesticulating wildly, and negotiating intently as they strive to limit the temperature increase to below 2°C by 2100—while simultaneously taking into account the interests of their countries or lobby groups.

- “World Climate” is a **simulation-based role-playing game of UN climate negotiations**
 - Participants work together to negotiate how ambitiously the countries of the world must act to **combat climate change** and achieve the Paris Climate Agreement goal
 - A facilitator, embodying a UN figure such as the UN Secretary-General or the UNFCCC Executive Secretary, guides the group
 - Each participant assumes the **role of a delegate representing a specific nation, negotiating bloc, or interest group**
- In their roles, they negotiate a globally binding agreement aimed at limiting global warming to below 2°C compared to pre-industrial levels.
- Number of participants: 8-50 people
 - Duration 2-4 hours

Link: <https://www.climateinteractive.org/programs/world-climate/facilitator-resources/>

Role play – an example: World Climate Stimulation

For discussion and reflection:

- **Have you played role plays with students? What was your experience?**
- **If not, could you imagine playing it with students?**
- **In your opinion,**
 - **Would it work in your institution / group of students?**
 - **What challenges would you face?**
 - **What major impacts and outcomes do you see for students?**

Building knowledge by open-minded and integrating new perspectives

You are in a picture gallery with thirteen portraits of families from different countries. The families depicted represent - on behalf of their country - the diversity of different cultures and diets around the world.

"This is how they eat!":

The pictures offer an insight into the very private possessions of the families and in this way reveal different lifestyles and diets. At this station, you are invited to use the pictures to reflect on your view of other cultures and place them in relation to yourself.

Building knowledge by open-minded and integrating new perspectives

Task:

1. Allow the pictures to sink in for about three minutes and think to yourself: What do you notice? What touches you? What is strange?
 2. Decide on a joint group favorite picture!
3. Let the photo speak for itself! Would you like to live and eat with this family for a month? Collect reasons for your decision.



Source: Bildungsstelle von Alliance Sud (Hrsg.): So essen sie! Fotoporträts von Familien aus 15 Ländern. Verlag an der Ruhr.



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