

Guideline

INSIDER

As of: 2025, May 5



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Preface

INSIDER is used in all degree programs at S-Next. In the purely online degree programs, these fully map the course content. In the hybrid degree programmes, the INSIDERS have a supplementary function for the face-to-face seminars. INSIDERS are often used here to create the proof of performance for a module that was previously attended in presence.

All students at S-Next therefore use INSIDER. Chapter 1 of this guide explains how an INSIDER should be processed. In Chapter 2, it explains how the INSIDERS, which are submitted by students, are assessed and graded by the lecturers.

In addition to this guideline, we would also like to refer to the video tutorial on how to use an INSIDER. This can be accessed via the S-Next Wiki and the S-Next OnlineCampus. Access to the INSIDER platform is also explained there. In this guideline, the focus is on the processing of the individual INSIDERS.

1 Notes for processing INSIDERS

The following explanations represent a combination of technical, content-related and formal processing instructions for the INSIDER. Technical notes concern the operation of the INSIDER. Content and formal notes concern the requirements for the answers given in an INSIDER. Since all three aspects are often related to each other, they are discussed together.

1.1 Length of answers

In each INSIDER task, the length of the requested answer is displayed in three places.

In the preview of a task:

The screenshot displays the INSIDER interface for the 'Entrepreneurship' specialization. The header bar is orange and contains the text 'Entrepreneurship' and 'All Specialization Moduls Digital/Data/Innovation/...5 ECTS'. Below the header, the interface is divided into three main sections: 'Tasks', 'Ideation & Business Modeling', and 'Requirements'.

- Tasks:** A sidebar on the left lists tasks under three levels. Level 1 includes 'Foundations of Entrepreneurship', 'Ideation & Business Modeling' (highlighted), 'Build-Measure-Learn Loop', 'Entrepreneurial Personality', 'Founder's Dilemma', 'Idea vs. Opportunity', and 'Team Diversity'. Level 2 includes 'Advancing Entrepreneurial Strategies'. Level 3 includes 'Mastery in Entrepreneurship'.
- Ideation & Business Modeling:** The main content area shows the task title, 'Not started' status, and a description: 'Please see the introductory video to this INSIDER first. You recently read the following statement by an entrepreneur regarding the origin of ideas: "You can either sell an aspirin, or a vitamin." How does this statement relate to the two origins of ideas?'. An 'Open Task' button is circled in red.
- Requirements:** A sidebar on the right shows evaluation details. It states 'This task will be evaluated as pass/fail'. Below this, 'TARGET WORDCOUNT' is listed as '300 ± 33.3%', which is also circled in red.

After clicking on "Open Task":

Ideation & Business Modeling

Task **Evaluation**

Please see the introductory video to this INSIDER first. You recently read the following statement by an entrepreneur regarding the origin of ideas: "You can either sell an aspirin, or a vitamin." How does this statement relate to the two origins of ideas?

H1 H2 B I 0/300 Mark as Done Save Draft

Please start writing here...

Resources

- Let's raise kids to be entrepreneurs (Video) ^
- How to Write a Great Value Proposition (Website) ^
- From Venture Idea to Venture Opportunity (Article) ^
- How to Get Startup Ideas (Video) ^
- Idea or Opportunity? (Lecturer Slides) ^
- Introduction to this INSIDER (Video) ^

After clicking on "Evaluation".

Ideation & Business Modeling

Task **Evaluation**

This task will be evaluated as pass/fail.
Target wordcount: 300 ± 33.3%

You will also receive a warning if you do not want to complete a task with the required number of words ("Mark as Done").

Ideation & Business Modeling

Task

Evaluation

This task will be evaluated as pass/fail.
Target wordcount: 300 ± 33.3%

H1 H2 B I

-
-

25/300

Mark as Done

Save Draft

This answer contains only a few words. Therefore, the following is displayed if the task is to be marked as completed using 'Mark as Done'.

Resources

- Let's raise kids to be entrepreneurs (Video) ^
- How to Write a Great Value Proposition (Website) ^
- From Venture Idea to Venture Opportunity (Article) ^
- How to Get Startup Ideas (Video) ^
- Idea or Opportunity? (Lecturer Slides) ^
- Introduction to this INSIDER (Video) ^

Ideation & Business Modeling

Task

Evaluation

This task will be evaluated as pass/fail.
Target wordcount: 300 ± 33.3%

H1 H2 B I

-

This answer contains only a few words. Therefore, the following is displayed if the task is to be marked as completed using 'Mark as Done'.

Resources

- Let's raise kids to be entrepreneurs (Video) ^
- How to Write a Great Value Proposition (Website) ^
- From Venture Idea to Venture Opportunity (Article) ^
- How to Get Startup Ideas (Video) ^
- Idea or Opportunity? (Lecturer Slides) ^
- Introduction to this INSIDER (Video) ^

Style Guide Warning: Wordcount

Your submission contains 25 word(s), which doesn't meet the task requirements (target: 300, min: 200, max: 400 words). Are you sure you want to submit it anyway?

Cancel

Submit Anyway

1.2 Structuring responses

Structuring answers is especially important when a task consists of several parts and these subtasks are worked on in individual sections. Reviewers must be able to clearly assign which of your partial answers belong to which sub-questions. This also achieves good reader guidance.

But even in the case of answers to a single task, it can be helpful to include sections and, if necessary, subheadings to support reader guidance. This is urgently needed, especially in the longer transfer tasks.

1.3 Figures and tables

In the edit field where you can enter your answers to the tasks, it is not possible to insert graphics directly. Although the editing functions allow basic mathematical representations, they do not allow the integration of graphics. However, you can use the upload function below the edit field to add graphics to your reply. JPEGs and PNG files can be uploaded here. However, please only use this upload function for images you have created yourself. Do not use them to upload JPEGs or PNG files that simply contain text.

1.4 Citations and references

Processing INSIDER tasks often requires the use of sources. These can come from the resources attached to the INSIDER tasks. Some tasks explicitly refer to these resources, so they must be cited in any case. You may also use other external sources at any time. If you use sources, which we always recommend and some tasks urgently require, you must cite them with in-text citations and with full references at the end in the so-called "APA style". You can find information on this in the "Guideline Scientific Work" in the OnlineCampus.

You can provide full references by writing the word "References" below your text in the H1 formatting and below it the full references for the sources you cite. The full references are not counted towards the word count if they are below the heading "References" formatted in H1. And that's the way it should be. As with other scientific papers (e.g. as part

of your transfer project), the bibliography is not counted towards the required scope of the work.

Ideation & Business Modeling

Task Evaluation

This task will be evaluated as pass/fail.
Target wordcount: 300 ± 33.3%

H1 H2 B I 29/300 Mark as Done Save Draft

This answer contains only a few words. Therefore, the following is displayed if the task is to be marked as completed using 'Mark as Done' (Vogel, 2017, p. 966).

References

Vogel, P. (2017). From venture idea to venture opportunity. Entrepreneurship Theory and Practice, 41(6), 943-971.

No attachments. If relevant to your task response, please upload an image (e.g., figure, diagram) as JPG or PNG here.

Resources

From Venture Idea to Venture Opportunity

This academic article provides a differentiation between entrepreneurial ideas and opportunities to be exploited.

Vogel, P. (2017). From venture idea to venture opportunity. Entrepreneurship Theory and Practice, 41(6), 943-971.

Copy citation

Open in new tab

How to Get Startup Ideas (Video)

Idea or Opportunity? (Lecturer Slides)

Introduction to this INSIDER (Video)

Please note that it does not represent quality if you cite sources at the end of your text, but do not indicate in the body text at all where you have quoted these sources. This is not a scientifically accepted way of dealing with sources. Once again, we would like to remind you of the rules described in detail in the „Guideline Scientific Work" for dealing with third-party sources.

1.5 Use of AI tools

In the "Guideline Scientific Work" you will find comprehensive information on the use of AI tools and how to avoid plagiarism when writing scientific papers. All information there applies analogously to the editing of INSIDERS. When referencing the AI tools used, there are the following adjustments for the display in the INSIDER:

1. This information is also provided below the heading „**References**“
2. Please precede any AI use with the "Reference to the use of AI". This is done multiple times if you have used multiple AI tools.
3. There is no need to specify the chapter and the page number.
4. Please do not use a table, but the following list.

References

Reference to the use of AI

- AI tool: ...
- Date: ...
- Type of use: ...
- Prompts/Orders/Queries Used: ...

Reference to the use of AI

- AI tool: ...
- Date: ...
- Type of use: ...
- Prompts/Orders/Queries Used: ...

2 Notes for grading INSIDERS

2.1 Criteria for evaluating an INSIDER

From May 2025, INSIDERS will be graded by evaluating up to four different criteria for each task. This applies equally to regular tasks as well as to transfer tasks marked with a trophy. The criteria are as follows:

- **Formal** (Wordcount, accurate academic language, correct citation, organization in paragraphs and Headlines, spelling.)
- **Description** (Accurate and clear description of concepts, theories, or processes related to the Task, reflects foundational understanding of the subject matter)
- **Analysis** (Breakdown of the concepts or theories into constituent parts for detailed examination and/or critically evaluate importance, implications etc., this reflects the student's ability to critically evaluate and understand the intricacies of the Topic)
- **Application** (Methodical application and Transfer of theoretical Concept in practical or hypothetical Scenarios, reflects the student's ability to Transfer academic Knowledge to real-world contexts)

Not all four criteria are evaluated for every task. Only those criteria that are required in a task are evaluated.

2.2 Grading of the criteria

For the grading of the criteria, the following "grades" are available:

- Very Good (corresponds to 100% performance)
- Good (corresponds to 66% performance)
- Satisfying (corresponds to 33% performance)
- Needs Improvement (corresponds to 0% performance)
- Not Applicable (Criterion is not applied to this task)

In addition, comments by the reviewer can be provided for each task.

2.3 Calculating the overall score of an INSIDER

The overall grade of a task results from the evaluated criteria. The grade of the entire INSIDER is created in the following way from the individual grades of the tasks:

- The average grade of the regular tasks is calculated.
- The average grade of the transfer tasks is calculated (if there are two or more transfer tasks).
- Both average grades are included in the overall rating of the INSIDER with 50% weight each.

2.4 Visualization of the results

The following figure shows the presentation of the results for students.

The screenshot shows a web browser displaying a course page for 'Data Strategy & Governance'. The page is annotated with several callouts:

- Your grade:** Points to a green box showing a score of 1.4, labeled 'VERY GOOD'.
- All resources of the module:** Points to a 'Resources' section listing various articles and videos related to data strategy and governance.
- Feedback about the whole module:** Points to a 'Feedback on Transfer Tasks' section.
- Aggregated performance metrics for all tasks:** Points to an 'Evaluation Overview' section showing performance across different dimensions.
- Feedback and performance evaluation for specific task:** Points to a 'Data Strategy Development' section.
- Show task description and your submission:** Points to a 'View Details' link.

The page content includes:

- Data Strategy & Governance:** The main title of the course.
- Evaluation Overview:** A section showing performance across different dimensions (Formal Requirements, Analytical Reflection, Scientific Description, Practical Application) with achievement levels and descriptions.
- Feedback on Transfer Tasks:** A section showing feedback on specific tasks.
- Data Strategy Development:** A section showing feedback and performance evaluation for specific tasks.
- Resources:** A list of various articles and videos related to data strategy and governance.