

Module description: Innovation & Entrepreneurship		
Module Code	w.BA.XX.WPM-IE-BL.XX	
ECTS Credits	3	
Language of Instruction/Examination	German	
Module Description	The module conveys the fundamentals of entrepreneurship through the process of founding a startup. Students develop their own business concept based on existing or new ideas. This concept is systematically elaborated as part of business planning and presented as an investor pitch. The course promotes entrepreneurial thinking and imparts practical skills for business development. Challenges, opportunities, and risks of business startups are critically analyzed. The focus is on applying theoretical concepts to real-world scenarios.	
Organizational Unit	Institut für Innovation&Entrepreneurship	
Module Coordinator	Christian Hertach	
Program and Specialization	<ul style="list-style-type: none"> <li>Elective module (see module table)</li> </ul>	
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009	
Module Category	Module Type Compulsory Elective	Program Phase Main Study Period
Prerequisite Knowledge		
Contribution to Program Learning Objectives (by the concerned Module)	<ul style="list-style-type: none"> <li>Professional Competence</li> <li>Methodological Competence</li> <li>Social Competence</li> <li>Self-Competence</li> </ul>	
Contribution to Program Learning Objectives	<p><b>Professional Competence</b></p> <ul style="list-style-type: none"> <li>Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>Evaluate Content of Theoretical and Practical Relevance</li> </ul> <p><b>Methodological Competence</b></p> <ul style="list-style-type: none"> <li>Problem-Solving &amp; Critical Thinking</li> <li>Scientific Methodology</li> <li>Work Methods, Techniques, and Procedures</li> <li>Information Literacy</li> <li>Creativity &amp; Innovation</li> </ul> <p><b>Social Competence</b></p> <ul style="list-style-type: none"> <li>Written Communication</li> <li>Oral Communication</li> <li>Teamwork &amp; Conflict Management</li> <li>Intercultural Insight &amp; Ability to Change Perspective</li> </ul> <p><b>Self-Competence</b></p> <ul style="list-style-type: none"> <li>Self-Management &amp; Self-Reflection</li> <li>Ethical &amp; Social Responsibility</li> <li>Learning &amp; Change</li> </ul>	

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Module Learning Objectives	Students... <ul style="list-style-type: none"><li>• develop and/or formulate their own business ideas.</li><li>• develop a business idea further and think through a business startup in detail and with all its consequences.</li><li>• develop a personal sense of the entrepreneurial mindset and the associated challenges, opportunities, and risks, and their impact on our ecosystem.</li></ul>																																						
Module Content	<ul style="list-style-type: none"><li>• Entrepreneurship (mindset)</li><li>• Business ideas and business models</li><li>• A business plan: purpose, structure, and development</li><li>• Financing: forms, planning, and acquisition</li><li>• The foundation process and challenges in establishing a startup</li><li>• Possible legal challenges in the startup ecosystem</li></ul>																																						
Links to other modules	This module is linked to the following modules:																																						
Digital Learning Resources	<ul style="list-style-type: none"><li>• Reader</li><li>• Teaching Videos</li><li>• Practice and Application Exercises (with Key)</li><li>• Case Studies (with Key)</li><li>• Online resources (<a href="https://startup-accelerator.org">https://startup-accelerator.org</a>)</li></ul>																																						
Methods of Instruction	<ul style="list-style-type: none"><li>• Exercises</li><li>• Case Studies</li><li>• Interactive Instruction</li><li>• Problem-Oriented Teaching</li><li>• Project Work</li></ul>		Social Settings Used: <ul style="list-style-type: none"><li>• Group Work</li></ul>																																				
Type of Instruction	<table><tr><th></th><th>Classroom Instruction</th><th>Guided Self-Study</th><th colspan="2">Autonomous Self-Study</th></tr><tr><td>Large Class</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Small Class</td><td>25 h</td><td>-</td><td colspan="2"></td></tr><tr><td>Group Instruction</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Practical Work</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Seminar</td><td>-</td><td>-</td><td colspan="2"></td></tr><tr><td>Total</td><td>25 h</td><td>0 h</td><td colspan="2">65 h</td></tr></table>					Classroom Instruction	Guided Self-Study	Autonomous Self-Study		Large Class	-	-			Small Class	25 h	-			Group Instruction	-	-			Practical Work	-	-			Seminar	-	-			Total	25 h	0 h	65 h	
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Performance Assessment	<table><tr><th colspan="2">End-of-module exam</th><th>Form</th><th>Length (min.)</th><th>Weighting</th></tr><tr><td colspan="2">-</td><td></td><td></td><td></td></tr><tr><td colspan="2">Permitted Resources</td><td colspan="3"></td></tr></table> <table><tr><th>Others</th><th>Assessment</th><th>Format</th><th>Length (min.)</th><th>Weighting</th></tr><tr><td>Investor-Pitch <i>Presentation+pitch documents, handouts, critical investor questions</i></td><td>Grade</td><td>Gruppenarbeit</td><td>20</td><td>100.00</td></tr><tr><td>Written Assignment</td><td>Pass/Fail</td><td>Gruppenarbeit</td><td>0</td><td>0.00</td></tr></table>				End-of-module exam		Form	Length (min.)	Weighting	-					Permitted Resources					Others	Assessment	Format	Length (min.)	Weighting	Investor-Pitch <i>Presentation+pitch documents, handouts, critical investor questions</i>	Grade	Gruppenarbeit	20	100.00	Written Assignment	Pass/Fail	Gruppenarbeit	0	0.00					
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Classroom Attendance Requirement	Other  Students are expected to attend guest lectures and final presentations (see semester plan).																																						
Compulsory Reading																																							

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<b>Recommended Reading</b>	<ul style="list-style-type: none"><li>• Ries, E. (2011). The Lean Startup: How Constant Innovation Creates Radically Successful Businesses. Portfolio Penguin. ISBN 978-0670921607.</li><li>• Pigneur, Y. &amp; Osterwalder, A. (2010). Business Model Generation. 1. Auflage. Chichester: Wiley. 1st Edition. ISBN 978-0470876411.</li></ul>
<b>Comments</b>	Failure to pass performance assessments during the semester will result in the deduction of half a grade.