ZHAW School of Management and Law

Module description: Innovation & Entrepreneurship

Module Code	w.MA.XX.INEP.20HS
ECTS Credits	3
Language of Instruction/Examination	German
Module Description	Innovations are important for overcoming current challenges and can be driven forward by start-ups, established companies, and organizations. But how do you promote innovation and put it into practice successfully? In this module, we explore innovation in the context of both startups and established companies and use techniques to generate and optimize ideas and bring them to market by applying business concepts and social considerations. Business opportunities are examined and optimized taking into account megatrends, systemic thinking, impact, and sustainability. The founding of a start-up is simulated and business models, financial planning, marketing, and sales concepts are created in the most practical application possible. The market potential and customer benefits are analyzed and optimized in the context of the lean startup method. In this module, we work intensively with changing groups and use personal skills in the context of the course topics. Gamification elements provide additional incentives to use the content effectively and test knowledge regularly.
Organizational Unit	Institut für Innovation&Entrepreneurship
Module Coordinator	Christina Marchand
Program and Specialization	• Business Information Technology
Legal Framework	Academic Regulations MSc in Business Information Technology dated 22.08.2019, Appendix to the Academic Regulations for the degree program in Business Information Technology, first adopted on 10.07.2012
Module Category	**Module Type** Compulsory Elective
Prerequisite Knowledge	• Foundations of business administration • Foundations of strategic management
Contribution to Program Learning Objectives (by the concerned Module)	• Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to Program Learning Objectives	**Professional Competence** • Knowing and Understanding Content of Theoretical and Practical Relevance • Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance • Evaluate Content of Theoretical and Practical Relevance **Methodological Competence** • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation **Social Competence** • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective **Self-Competence** • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change

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Module Learning Objectives	Students... • reflect on innovation processes and the results achieved in accordance with context-specific requirements. They also present their own skills in the context of the course topics. • analyze the market, competition, industry, and business model of their innovation and identify new business opportunities and innovation potential, taking into account impact, social relevance, and megatrends. • are familiar with common business models and interpret existing business models and financing methods. Students create variations for their business model and discuss them. • compare the development process of start-ups with innovation management processes in established companies and concepts of open innovation, intrapreneurship, corporate entrepreneurship, and innovation management. • work out a complete business plan and a pitch in their team based on all the information available, which is presented in the plenary session. • create a minimum viable product/survey/market test in a lean startup context and derive insights for their venture.
Module Content	• Basic principles of successful business innovation and identification of business opportunities in the context of social relevance, impact, sustainability, and megatrends • Innovation management, strategies, and innovation processes for long-term, sustainable corporate security and management • Identifying new business opportunities, concepts, and innovations. Developing new product and service potential. The basic principles of entrepreneurship and founding a company • Basic concepts of sustainable business: life cycle assessment (grey energy), impact, social responsibility, implications of climate mitigation and adaptation for business, standards, laws, and regulations for ESG and climate, emissions trading, cradle to cradle, net zero, economic models, and measurement criteria • Opportunity & business model, market analysis and segmentation, instruments and means of entrepreneurial activities, in particular methods such as "lean startup," impact models, business planning & financial planning, valuation & forms of financing • Strategies for a successful pitch and an effective business plan
Links to other modules	This module is linked to the following modules:
Digital Learning Resources	• Teaching Videos • Practice and Application Exercises (with Key) • Case Studies (with Key) • Multiple Choice Tests
Methods of Instruction	• Lecture • Problem-Oriented Teaching • Application Tasks • Interactive Instruction • Case Studies • Project Work • Exercises • Literature Review Social Settings Used: • Individual Work • Group Work

Type of Instruction

	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Lecture	28 h	20 h	
Excercise	-	-	
Project Work	-	20 h	
Seminar	-	-	
Total	**28 h**	**40 h**	**22 h**

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Performance Assessment	End-of-module exam	Form	Length (min.)	Weighting
	-			
	Permitted Resources			

	Others	Assessment	Format	Length (min.)	Weighting
	Talk/oral presentation	Grade	Einzelarbeit	4	30.00
	Skill Quest *Learn more easily with gamification and improve your grades by up to 0.25.*	Grade	Andere	0	0.00
	Business plan	Grade	Gruppenarbeit	0	40.00
	Investor pitch	Grade	Gruppenarbeit	0	30.00

Classroom Attendance Requirement	50% Students are required to attend guest lectures, pitches, and their own presentation.
Compulsory Reading	• keine
Recommended Reading	• keine
Comments	The course aims to lay the foundations for developing sustainable business models with impact and to teach techniques for turning an idea into a functioning company or a successful project. The individual events can be held in person or online (depending on content/teaching methods and current circumstances). Conditions and assessment of performance: -- Skill Quest makes learning easier through gamification and fun: points are collected through quizzes, small tasks, constructive collaboration, and feedback, which can be used to improve individual grades by a maximum of 0.25. The assignments included are building blocks for the final business plan and pitch, so they are not extra work. The individual presentation builds on personal experience and skills and offers an opportunity to share your knowledge with your fellow students. It is therefore not necessary to develop a new topic. Final oral presentation of the group work: Sanctions for non-participation in the presentation will result in the deduction of one whole grade from the module final grade for the person concerned. Peer evaluation: A peer evaluation is carried out for the group work, in which group members assess the individual work performance of the other group members. The result of this peer evaluation may influence the individual module grades. The final decision on this lies with the lecturer. The peer evaluation must be completed on Moodle by the deadline, otherwise a quarter of a grade will be deducted from the student concerned.