

Module description: Digital Entrepreneurship	
Module Code	t.BA.DS.DENT-EN.20HS
ECTS Credits	4
Language of Instruction/Examination	English
Organizational Unit	IDP
Module Coordinator	Rainer Fuchs
Legal Framework	The module description is part of the legal basis in addition to the general academic regulations. It is binding. During the first week of the semester a written and communicated supplement can specify the module description in more detail.
Module Characteristic	Type 2a 4 consecutive lecture lessons per semester week and class
Module Description	Students learn basic models and methods for achieving entrepreneurial success with Smart Connected Products and digital services. Alongside this, the acquired knowledge is implemented by way of example with start-up companies and also in innovative projects in established companies.
Module Content	<p>Innovation of business models</p> <ul style="list-style-type: none"> • Basic components of business models (Business Model Canvas / Patterns) • Customer segmentation • Cost and revenue mechanics • Characteristic business model patterns with empirical significance for success <p>Specifics of business models in the IoT environment</p> <ul style="list-style-type: none"> • Characteristics of digital products and services, in particular Smart Connected Products, Systems and Systems of Systems • Impact on the characteristics of digital service business models • Characteristic business model patterns with empirical significance for performance in IoT (Internet of Things) <p>Focus on customer benefit: value proposition design</p> <ul style="list-style-type: none"> • Identification of the customer's gains and pains • Causal chain Feature - Benefit - Customer Value • Customer Experience Management with Design Thinking <p>Innovation Entrepreneurship: financing and scaling digital business models</p> <ul style="list-style-type: none"> • Phase model of innovations / start-ups • Funding instruments and organisations • Systematic testing of hypotheses • Scaling from Minimum Viable Product to Cash Cow <p>Digital marketing measures along the life cycle of business models</p> <ul style="list-style-type: none"> • Social Media and Community Marketing • Content and Influencer Marketing • Growth Hacking and Guerrilla Marketing
Prerequisite Knowledge	

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Learning Objectives (Competences)	Students...		Competencies	Taxonomies		
	Innovation Entrepreneurship: financing and scaling digital business models		F	K2		
	Specifics of business models in the IoT environment		F	K1, K2		
	Focus on customer benefit: Value proposition design		M	K3		
	Digital marketing measures along the life cycle of business models		F	K3		
	Innovation of business models		M	K3		
Performance Assessment	End-of-module exam	Assessment	Length (min.)	Weighting	Form	
	report	Grade		100	acc. to module agreement	
	Performance assessment during the semester		Assessment	Length (min.)	Weighting	Form
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Classroom Attendance Requirement	None					
Learning material						
Comments						