

Module title		Abbreviation
Seminar: Business Plan		12-BPS-211-m01
Module coordinator		Module offered by
Holder of the Chair of Entrepreneurship and Strategy		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Students work in teams of up to three students to develop a business model and a business plan for an own business idea or a notional one.		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Clarify the role of business models and business plans • Clarify theoretical concepts related to business models and business plans • Enable students to critically appraise alternative approaches to business modelling and business planning • Enable students to evaluate the boundaries and risks of business modelling and business planning <p><i>Learning outcomes</i></p> <p>On successful completion of this module you will be able to:</p> <ul style="list-style-type: none"> • Assess the role of business models and business plans for startups and established companies • Make judgements about the design of business models and business plans • Create and evaluate concepts related to business models and business plans • Systematically choose between different routes of action 		
Courses (type, number of weekly contact hours, language – if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus)		
Term paper (10 to 15 pages) and presentation (in groups of up to three candidates, approx. 10 minutes per candidate) Language of assessment: German and/or English		
Allocation of places		
15 places. WB4 Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration. (2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.		
Additional information		
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Workload		
150 h		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

Bachelor' degree (1 major) Economathematics (2015)
Bachelor' degree (1 major) Economathematics (2017)
Master's degree (1 major) China Business and Economics (2021)
Bachelor' degree (1 major) Business Information Systems (2021)
Bachelor' degree (1 major) Economathematics (2021)
Bachelor' degree (1 major) Business Management and Economics (2021)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2021)
Bachelor' degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)