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| Module title | | Abbreviation |
| Entrepreneurship | | 12-EPS-091-m01 |
| Module coordinator | | Module offered by |
| holder of the Chair of Entrepreneurship and Management | | 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 | | |
| <p>Description:</p> <p>The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theoretical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and financing.</p> <p>Contents of the course:</p> <ol style="list-style-type: none"> 1. Introduction to entrepreneurship 2. Human resources in start-ups 3. Opportunity analysis 4. Business modelling 5. Entrepreneurship in the digital industry 6. Business planning 7. Finance 8. Marketing in start-ups | | |
| Intended learning outcomes | | |
| <p>After completing the module "Entrepreneurship", the students should be able to</p> <ol style="list-style-type: none"> (i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective; (ii) describe and analyze the entrepreneurial process, its drivers, characteristics and context; (iii) apply theories within the entrepreneurship field to real life situations; (iv) take initiatives and independently develop a business idea and use knowledge gained from earlier courses in business administration in order to develop this idea in a business plan sketch; (v) plan human resources and marketing in a start-up. | | |
| Courses (type, number of weekly contact hours, language — if other than German) | | |
| V + Ü (no information on SWS (weekly contact hours) and course language available) | | |
| Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus) | | |
| written examination (approx. 60 minutes) Language of assessment: German, English | | |
| Allocation of places | | |
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| Additional information | | |
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| Referred to in LPO I (examination regulations for teaching-degree programmes) | | |
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| Module appears in | | |
| Bachelor' degree (1 major) Business Management and Economics (2009) | | |
| Bachelor' degree (1 major) Business Management and Economics (2007) | | |

Bachelor' degree (1 major) Business Management and Economics (2013)
Bachelor' degree (1 major) Business Management and Economics (2008)
Bachelor' degree (1 major) Business Management and Economics (2010)
Bachelor' degree (1 major) Economathematics (2009)
Bachelor' degree (1 major) Economathematics (2012)
Bachelor' degree (1 major) Economathematics (2008)
Bachelor' degree (1 major) Business Information Systems (2014)
Bachelor' degree (1 major) Business Information Systems (2013)
Bachelor' degree (1 major) Business Information Systems (2007)
Bachelor' degree (1 major) Business Information Systems (2009)
Bachelor' degree (1 major) Business Information Systems (2008)
Master's degree (1 major) Media Communication (2014)
Master's degree (1 major) Media Communication (2013)
Master's degree (1 major) China Business and Economics (2014)
Master's degree (1 major) China Business and Economics (2012)
Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)