

<b>Module title</b>		<b>Abbreviation</b>
Entrepreneurship		12-EPS-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Holder of the Chair of Entrepreneurship and Strategy		Faculty of Business Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
<p>This theory-led and practice-oriented module provides you with a toolbox of key concepts and theories to support careers as entrepreneurs or in entrepreneurship-related fields, such as venture capital or public entrepreneurship support.</p> <ol style="list-style-type: none"> <li>(1) Introduction</li> <li>(2) Who becomes an entrepreneur?</li> <li>(3) Opportunity identification &amp; exploitation entrepreneurship</li> <li>(4) The business model</li> <li>(5) The business plan</li> <li>(6) Entrepreneurial strategies</li> <li>(7) Finance for entrepreneurs</li> <li>(8) Marketing for entrepreneurs</li> <li>(9) Entrepreneurial networks</li> <li>(10) Digital strategy and digital transformation</li> <li>(11) Entrepreneurial leadership and team</li> <li>(12) Entrepreneurial exit and failure</li> <li>(13) Corporate entrepreneurship and innovation</li> <li>(14) Wrap-up and Q&amp;A</li> </ol>		
<b>Intended learning outcomes</b>		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Clarify the role of entrepreneurship</li> <li>• Explain theoretical concepts and mechanisms behind entrepreneurship</li> <li>• Enable students to critically appraise alternative approaches to entrepreneurship</li> <li>• Enable students to evaluate the boundaries and risks of entrepreneurship</li> </ul> <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"> <li>• Assess alternative options for creating and sustaining competitive advantage of startups</li> <li>• Create and evaluate concepts related to entrepreneurship</li> <li>• Make judgements about the organizational and managerial implications of entrepreneurial decisions</li> <li>• Systematically choose between different routes of action</li> </ul>		

<b>Courses</b> (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
<b>Method of assessment</b> (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 and/or English
<b>Allocation of places</b>
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<b>Additional information</b>
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<b>Workload</b>
150 h
<b>Teaching cycle</b>
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Bachelor' degree (1 major) Business Management and Economics (2015) Bachelor' degree (1 major) Econometrics (2015) Bachelor' degree (1 major) Business Information Systems (2015) Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2015) Master's degree (1 major) China Business and Economics (2016) Bachelor' degree (1 major) Business Information Systems (2016) Master's degree (1 major) Media Communication (2016) Bachelor' degree (1 major) Econometrics (2017) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) Media Communication (2019)