## Module title
Entrepreneurship

## Abbreviation
12-EPS-152-m01

### Module coordinator
holder of the Chair of Entrepreneurship and Management

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
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### Duration
1 semester

### Module level
undergraduate

### Other prerequisites
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### Contents
**Description:**
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.

**Contents of the course:**
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
After completing the module "Entrepreneurship", the students should be able to
(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)

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<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language</th>
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### 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 and/or 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 (2015)  
Bachelor’ degree (1 major) Economathematics (2015)
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<thead>
<tr>
<th>Degree Level</th>
<th>Major(s) and Minor(s)</th>
<th>Year</th>
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<tbody>
<tr>
<td>Bachelor'</td>
<td>Business Information Systems (1 major)</td>
<td>2015</td>
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<td>Master's</td>
<td>Media Communication (1 major)</td>
<td>2015</td>
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<td>Bachelor's</td>
<td>Business Management and Economics (Minor, 1 major)</td>
<td>2015</td>
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<tr>
<td>Master's</td>
<td>China Business and Economics (1 major)</td>
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