

Module title		Abbreviation
Entrepreneurship		12-EPS-152-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)		
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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)		

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)