

<b>Module title</b>		<b>Abbreviation</b>
Entrepreneurship		12-EPS-242-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Entrepreneurship and Management		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>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"> <li>1. Introduction to entrepreneurship</li> <li>2. Human resources in start-ups</li> <li>3. Opportunity analysis</li> <li>4. Business modelling</li> <li>5. Entrepreneurship in the digital industry</li> <li>6. Business planning</li> <li>7. Finance</li> <li>8. Marketing in start-ups</li> </ol>		
<b>Intended learning outcomes</b>		
<p>After completing the module "Entrepreneurship", the students should be able to</p> <ol style="list-style-type: none"> <li>(i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective;</li> <li>(ii) describe and analyze the entrepreneurial process, its drivers, characteristics and context;</li> <li>(iii) apply theories within the entrepreneurship field to real life situations;</li> <li>(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;</li> <li>(v) plan human resources and marketing in a start-up.</li> </ol>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
<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)		
<ol style="list-style-type: none"> <li>a) written examination (approx. 60 Minutes) or</li> <li>b) term paper (as individual or group work, approx. 10 pages each) or</li> <li>c) oral examination in groups of up to 3 persons (approx. 15 minutes per candidate)</li> </ol> <p>Language of assessment: German and/or English creditable for bonus</p>		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		



**Teaching cycle**

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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 Information Systems (2024)

Bachelor' degree (1 major) Economathematics (2024)

Bachelor' degree (1 major) Business Management and Economics (2024)

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)