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| Module title | | Abbreviation |
| Project Module Strategic Entrepreneurship | | 12-M-PUGF-182-m01 |
| Module coordinator | | Module offered by |
| holder of the Chair of Entrepreneurship and Strategy | | Faculty of Management and Economics |
| ECTS | Method of grading | Only after succ. compl. of module(s) |
| 10 | numerical grade | -- |
| Duration | Module level | Other prerequisites |
| 1 semester | graduate | -- |
| Contents | | |
| <p>This seminar is a primer on academic research. It has been designed to effectively prepare students for conducting empirical research as part of their master thesis projects. The module starts with a crash course on research methods and advanced academic writing. Participants will then choose or otherwise be assigned a research question. Beyond this background, they select an appropriate research design to address the question at hand. This also includes collecting and analyzing primary and/or secondary data, with various datasets being available via our Chair and the University Library. In a final step, participants document their research in the form of a smaller-scale academic article and present the approach and essential insights of their research, thereby providing an excellent opportunity for mutual learning.</p> | | |
| Intended learning outcomes | | |
| <p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Help students understand the role of positioning studies and theoretical modelling • Help students understand the role of different research strategies • Enable students to critically appraise alternative approaches to collecting and analyzing data <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> • Formulate an adequate research question • Build tentative theoretical models • Choose an appropriate research design to test the model • Document the research in the form of an academic manuscript | | |
| Courses (type, number of weekly contact hours, language — if other than German) | | |
| S (2) | | |
| Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus) | | |
| <p>term paper (approx. 15 pages) and presentation (one candidate: approx. 10 to 15 minutes@ groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered</p> | | |
| Allocation of places | | |
| <p>12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p> | | |
| Additional information | | |
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| Workload | | |
| 300 h | | |

Teaching cycle

Teaching cycle: after announcement

Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Master's degree (1 major) Management (2018)
 Master's degree (1 major) International Economic Policy (2018)
 Master's degree (1 major) China Business and Economics (2019)
 Master's degree (1 major) China Language and Economy (2019)
 Master's degree (1 major) China Business and Economics (2021)
 Master's degree (1 major) China Language and Economy (2021)
 Master's degree (1 major) Econometrics (2021)
 Master's degree (1 major) International Economic Policy (2022)
 Master's degree (1 major) Management (2022)
 Master's degree (1 major) Econometrics (2022)
 exchange program Business Management and Economics (2022)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) Econometrics (2024)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)
 Master's degree (1 major) Econometrics (2025)