

<b>Module title</b>		<b>Abbreviation</b>
Workshop Corporate Planning		12-PU-092-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Marketing		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 module will equip students with the theoretical and practical background for founding a business. The course will focus on the business plan comprising the development of a novel and innovative business idea, a related customer potential and competition analysis, a marketing plan, an implementation schedule as well as a strategy concept/business model and an opportunities and threats analysis. The course will provide students with an opportunity to develop, over the course of one semester, a business plan or business concept for a business idea (either given or of their own choice). The course will use a combination of lectures and team exercises. Students will be expected to complete the largest part of the work on the business plan for their business idea independently between seminar sessions, either alone or in teams.</p>		
<b>Intended learning outcomes</b>		
<p>German intended learning outcomes available but not translated yet.</p> <p>- Sensibilisierung der Studierenden für eine unternehmerische Perspektive und Erwerb unternehmerischer Handlungskompetenzen. - Erwerb von Fähigkeiten und Kompetenzen, die zur Erstellung eines Geschäftskonzeptes (Business Plan) notwendig sind: ? Detaillierte Kenntnisse zum Aufbau/zur Struktur und den Inhalten eines Businessplans. ? Verfassen eines Businessplans im "Gründerteam" anhand einer selbst gewählten Geschäftsidee. ? Vorbereitung einer Gründung eines Unternehmens mittels Businessplans. ? Ausarbeitung einer Kunden- und Wettbewerbsanalyse; Erstellung eines Marketingplans, eines plausiblen Finanzplans, eines Management- bzw. Realisierungsfahrplans sowie eines Strategiekonzepts bzw. Geschäftsmodells und einer Chancen-Risiken Analyse. ? Die Befähigung, allein oder mit Partnern ein Unternehmen zu gründen. - Kenntnis von Methoden und Instrumenten, die eine Führungskraft eines Unternehmens benötigt. - Selbständiges Arbeiten und Recherchieren sowie Kunden- und Experteninterviews. - Vorbereitung von Präsentationsunterlagen sowie Präsentation des Gründungsvorhabens unter "realen Kapitalgeber-Bedingungen". - Arbeiten im Team/Gruppenarbeit.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (no information on SWS (weekly contact hours) and course language available)		
<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) and assignment to be completed at home (business plan, approx. 30 pages), weighted 2:1		
<b>Allocation of places</b>		
<p>Number of places: 25. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.</p>		

**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 (2009)  
 Bachelor' degree (1 major) Business Management and Economics (2007)  
 Bachelor' degree (1 major) Business Management and Economics (2008)  
 Bachelor' degree (1 major) Business Management and Economics (2010)  
 Bachelor' degree (1 major) Economathematics (2012)  
 Bachelor' degree (1 major) Business Information Systems (2009)  
 Master's degree (1 major) China Business and Economics (2014)  
 Master's degree (1 major) China Business and Economics (2012)  
 Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2010)