

<b>Module title</b>		<b>Abbreviation</b>
Development and assessment of business concepts		33-SFT-GI-121-m01
<b>Module coordinator</b>		<b>Module offered by</b>
head of Research and Technology Transfer (SFT)		
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
2	(not) successfully completed	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	undergraduate	--
<b>Contents</b>		
Workshop on creativity techniques and development of the students' own ideas by learning how to do a market and competition analysis and find a unique selling proposition. In addition, the students will become familiar with intellectual property rights and will apply this knowledge to their own ideas. At the end of the seminar, students will write their own business concept drafts as a very short version of a business plan and pitch their ideas.		
<b>Intended learning outcomes</b>		
In this practice-oriented course, students learn how to find and develop business ideas. Working on their own ideas, the students will learn how to write a business concept and present their idea in a pitch.		
<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)		
preparation of an idea outline (approx. 5 pages) and oral presentation (approx. 15 minutes)		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
keinem Studiengang zugeordnet		