Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG

Module Catalogue

for the Subject

Entrepreneurship & Innovation

as a Master's with 1 major

with the degree "Master of Science"

(120 ECTS credits)

Examination regulations version: 2026

Responsible: Faculty of Management and Economics

Contents

The subject is divided into

Content and Objectives of the Programme

Within the framework of a consecutive bachelor and master model, the Faculty of Business Management and Economics of JMU offers the master course Entrepreneurship & Innovation as a research-oriented course with the degree "Master of Science" (M.Sc.).

The master's program offers students the opportunity to develop entrepreneurial thinking and action in a scientifically sound, reflective, and practice-oriented manner. Particular emphasis is placed on practical application, with reference to real innovation and start-up processes. The program builds on the specialist knowledge acquired in the undergraduate program and expands it with business skills. The goal is to enable students to implement their own start-up projects, initiate innovation processes within existing organizations as intrapreneurs, and responsibly manage company successions.

The Master's program in Entrepreneurship & Innovation is a bilingual program, with instruction offered in German and English.

Abbreviations used

Course types: **E** = field trip, **K** = colloquium, **O** = conversatorium, **P** = placement/lab course, **R** = project, **S** = seminar, **T** = tutorial, **Ü** = exercise, **V** = lecture

Term: **SS** = summer semester, **WS** = winter semester

Methods of grading: **NUM** = numerical grade, **B/NB** = (not) successfully completed

Regulations: **(L)ASPO** = general academic and examination regulations (for teaching-degree programmes), **FSB** = subject-specific provisions, **SFB** = list of modules

Other: **A** = thesis, **LV** = course(s), **PL** = assessment(s), **TN** = participants, **VL** = prerequisite(s)

Conventions

Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not creditable for bonus.

Notes

Should there be the option to choose between several methods of assessment, the lecturer will agree with the module coordinator on the method of assessment to be used in the current semester by two weeks after the start of the course at the latest and will communicate this in the customary manner.

Should the module comprise more than one graded assessment, all assessments will be equally weighted, unless otherwise stated below.

Should the assessment comprise several individual assessments, successful completion of the module will require successful completion of all individual assessments.

In accordance with

the general regulations governing the degree subject described in this module catalogue:

ASPO2015

associated official publications (FSB (subject-specific provisions)/SFB (list of modules)):

17-Dec-2025 (2025-158)

This module handbook seeks to render, as accurately as possible, the data that is of statutory relevance according to the examination regulations of the degree subject. However, only the FSB (subject-specific provisions) and SFB (list of modules) in their officially published versions shall be legally binding. In the case of doubt, the provisions on, in particular, module assessments specified in the FSB/SFB shall prevail.

Compulsory Core Electives

(30 ECTS credits)

Module title	Abbreviation
Sales and Communications Management	12-M-IMM-262-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This course provides students with a comprehensive understanding of sales strategies and communication techniques that are essential for success in today's dynamic business environment. By looking at sales management, including the design of sales structures, strategic management and human resource management, as well as communication management, which includes traditional and digital means of communication, students will gain a comprehensive overview of the relevant subject areas.

Rough course structure:

- Sales management:
- Designing the sales structure
- Strategic sales management
- Management of sales staff
- Communication management:
- Traditional communication tools (e.g. TV, flyers)
- Digital communication tools (e.g. social media marketing; search engine marketing, display advertising)
- Systematic channel integration

Intended learning outcomes

Through theoretical understanding and practical application, students will develop proficiency in strategic and operational sales management and the utilization of diverse communication instruments to achieve organizational objectives and maximize market impact.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module title				Abbreviation
Marketing				12-Mark-G-262-m01
Module coordinator			**Module offered by**	
holder of the Chair of Business Administration and Marketing			Faculty of 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

Description
In this module, students will acquire the theoretical foundations of market-oriented management.

Content:
With the stakeholder approach as a starting point, the basic design of market-oriented management will be explained and exemplified in the 5 classical steps: situation analysis, objectives, strategies, tools and controlling. The course will focus not only on the behavioural approaches of consumer behaviour but also on industrial purchasing behaviour. A case study introducing students to the fundamental principles of market research based on a conjoint analysis will provide students with deeper insights into the topic.

Outline of syllabus:
1. Marketing, entrepreneurship and business management
2. Explanations of consumer behaviour
3. Fundamentals of market research
4. Strategic marketing; marketing tools
5. Corporate social responsibility versus creating shared value

Reading:
Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen -- Perspektiven -- Anwendungen, 4th revised and exp. ed., Wiesbaden 2011.
Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012.
Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 3rd ed., Wiesbaden, 2012a.
Kroeber-Riel, W. /Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009.
Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing -- Grundlagen marktorientierter Unternehmensführung: Konzepte -- Instrumente -- Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012.
Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management -- Ein markenorientierter Ansatz, 4th ed., Stuttgart 2010.
Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Wiesbaden 1995.
Porter, M. E.: Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.)
Simon, H. / Fassnacht, M.: Preismanagement, Strategie -- Analyse -- Entscheidung -- Umsetzung, 3rd ed., Wiesbaden 2009.

Intended learning outcomes

The students have a basic understanding of business management and are able to classify the knowledge systematically. In addition, they can use the acquired knowledge solve and identify the conventional problem fields of business management.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + T (2)
Module taught in: German and/or English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus
Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Entrepreneurship Fundamentals			12-M-EF-262-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)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Entrepreneurial behavior can manifest in many forms, including launching a startup (entrepreneurship), instilling entrepreneurship and innovation in existing companies (intrapreneurship), or taking over an existing company (business succession). This module covers tools and concepts critical for entrepreneurial behavior in all three scenarios, such as design thinking, lean startup, and business modelling.

Intended learning outcomes

On successful completion of this module students will be able to: (1) Assess alternative options for creating and sustaining competitive advantage through entrepreneurial behavior, (2) evaluate concepts related to entrepreneurship, (3) make judgements about the organizational and managerial implications of entrepreneurial decisions, and (4) systematically choose between different routes of action.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title				Abbreviation
Entrepreneurial Growth				12-M-ENGW-262-m01
Module coordinator			**Module offered by**	
holder of the Chair of Business Management and Business Information Systems			Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**		
5	numerical grade	--		
Duration	**Module level**	**Other prerequisites**		
1 semester	graduate	--		

Contents

This module is aimed at students who are interested in entrepreneurial activity, growth, and the development of early-stage companies. It focuses on the intersection of entrepreneurship, digital ecosystems, and growth-oriented businesses. At the beginning, participants are provided with a theoretical foundation in value management, business models, and basic organizational structures. This is followed by an overview of key areas of business practice, including operations, sales, financing, traction, performance metrics, and legal fundamentals.

The main part of the module demonstrates how digital and technology-driven companies create value and strategically position themselves in the market. Students become familiar with core elements of modern business ecosystems that are essential for the growth and scaling of young firms. The module combines theoretical orientation with practical tools for developing growth strategies and also addresses various financing and exit options.

The following topics are covered: an introduction to entrepreneurship and digital startup ecosystems, value management and business models, key performance indicators and project management, digital value creation, fundamentals of scale-ups, as well as financing and exit strategies.

Intended learning outcomes

1. Entrepreneurship and Ecosystems: Upon completion of the module, participants are able to define entrepreneurship, analyze relevant ecosystems, and classify strategic approaches to value creation.
2. Digital Business Models: Students understand digital and technology-driven business models, manage operational processes, ensure traction, and apply effective KPI management.
3. Structures and Growth: Students develop an understanding of scalable organizational structures, formulate growth strategies, and apply key tools for scaling.
4. Exit Strategies: Participants become familiar with different forms of business exit and assess their opportunities and risks.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: German and/or English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle
Teaching cycle: if announced
Referred to in LPO I (examination regulations for teaching-degree programmes)
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<table>
<tr><th colspan="4">Module title</th><th>Abbreviation</th></tr>
<tr><td colspan="4">Entrepreneurial Finance & Accounting</td><td>12-M-EFA-262-m01</td></tr>
<tr><th colspan="3">Module coordinator</th><th colspan="2">Module offered by</th></tr>
<tr><td colspan="3">holder of the Chair of Business Management and Accounting</td><td colspan="2">Faculty of Management and Economics</td></tr>
<tr><th>ECTS</th><th>Method of grading</th><th colspan="3">Only after succ. compl. of module(s)</th></tr>
<tr><td>5</td><td>numerical grade</td><td colspan="3">--</td></tr>
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<tr><th colspan="5">Courses (type, number of weekly contact hours, language — if other than German)</th></tr>
<tr><td colspan="5">V (2) + Ü (2)
Module taught in: German and/or English</td></tr>
<tr><th colspan="5">Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th></tr>
<tr><td colspan="5">a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus</td></tr>
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<tr><th colspan="5">Workload</th></tr>
<tr><td colspan="5">150 h</td></tr>
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Module title				**Abbreviation**
Lecture series: startup ecosystem				12-M-RG-262-m01
Module coordinator			**Module offered by**	
holder of the Chair of Business Management and Business Information Systems			Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**		
5	numerical grade	--		
Duration	**Module level**	**Other prerequisites**		
1 semester	graduate	--		

Contents

Founders, investors, and executives from young as well as established companies visit the Faculty of Economics and Business Administration to share insights from their day-to-day experiences in building and developing organizations. They describe opportunities and challenges in dynamic markets and provide insights into successes and setbacks throughout the startup and growth process. The course enables students to gain a deeper understanding of the key challenges faced by young companies, compare perspectives across different industries, and discuss developments in regional and international entrepreneurial ecosystems. Students gain direct exposure to current developments in innovation and startup ecosystems and are able to connect these insights with theoretical concepts from business administration and economics.

Intended learning outcomes

Preparation of students for careers in innovation and entrepreneurial contexts
1. Understanding key issues related to the formation and growth of early-stage companies
2. Gaining insights into strategic decisions and operational challenges within startup ecosystems
3. Comparing different perspectives from startups, scale-ups, and established companies
4. Developing an understanding of the competencies young talents need for roles in entrepreneurial environments

Courses (type, number of weekly contact hours, language — if other than German)

V (2)
Module taught in: German and/or English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Compulsory Core Electives

(60 ECTS credits)

Theory

(30 ECTS credits)

Module title				Abbreviation
Corporate Entrepreneurship and Innovation				12-M-UGF1-262-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)**		
5	numerical grade	--		
Duration	**Module level**	**Other prerequisites**		
1 semester	graduate	--		

Contents

This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an 'intrapreneurial' or entrepreneurial career.

(1) Introduction to corporate entrepreneurship
(2) Antecedents and forms of corporate entrepreneurship
(3) Corporate strategy and corporate entrepreneurship
(4) Organizational structure and corporate entrepreneurship
(5) Human resource management and corporate entrepreneurship
(6) Building supportive organizational cultures
(7) Entrepreneurial control systems
(8) Entrepreneurial leadership
(9) The corporate entrepreneur as a champion and diplomat
(10) The pay-off from corporate entrepreneurship
(11) Corporate venture capital
(12) Corporate entrepreneurship in nonprofit and government organizations
(13) Universities and academic spin-offs
(14) Wrap-up and Q&A

Intended learning outcomes

Educational aims

- Clarify the role of corporate entrepreneurship
- Explain theoretical concepts and mechanisms behind corporate entrepreneurship
- Enable students to critically appraise alternative approaches to corporate entrepreneurship
- Enable students to evaluate the boundaries and risks of corporate entrepreneurship

Learning outcomes

On successful completion of this module students will be able to:

- Create and evaluate concepts related to corporate entrepreneurship
- Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage
- Make judgements about the organizational and managerial implications of corporate entrepreneurship
- Systematically choose between different routes of action

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title				Abbreviation
Strategic Management of Global Supply Chains				12-M-SMGS-262-m01
Module coordinator			**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods			Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**		
5	numerical grade	--		
Duration	**Module level**	**Other prerequisites**		
1 semester	graduate	--		

Contents

Description:
In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.

Intended learning outcomes

After completing this course students
(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and
(ii) understand the effects of global value chains onto strategic company decisions.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

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Module title				Abbreviation
Human Resource Management				12-P&O-F-262-m01
Module coordinator			**Module offered by**	
holder of the Chair for Human Resource Management and Organisation			Faculty of 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

The lecture Personnel Management covers basic methodological, empirical, and institutional concepts of the subject. More specifically, on the basis of the principal-agent model answers are given on how the basic dilemma of the relationship between employer and employee can be solved. Mainly financial incentives on the individual and team level are presented and discussed. In addition, possibilities to reduce information asymmetries are presented.

Intended learning outcomes

Students should be able to understand, discuss and apply basic theories, econometric techniques as well as empirical findings in personnel management.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: German and/or English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title				**Abbreviation**
Digital Entrepreneurship and Digital Transformation				12-M-UGF3-262-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)**		
5	numerical grade	--		
Duration	**Module level**	**Other prerequisites**		
1 semester	graduate	--		

Contents

This module provides an introduction into digital entrepreneurship and digital transformation.

(1) Introduction
(2) Digital business models
(3) Identifying and exploiting opportunities for digital entrepreneurship
(4) Strategies for creating competitive advantage in digital entrepreneurship
(5) Digital marketing for entrepreneurs
(6) Crowdfunding for entrepreneurs
(7) Design thinking
(8) Lean startup
(9) Platform ecosystems and online communities
(10) Digital strategy and digital transformation
(11) The agile organization
(12) Crowdsourcing
(13) Cyberfraud
(14) Wrap-up and Q&A

Intended learning outcomes

Educational aims: Clarify the role of digital entrepreneurship and digital transformation. Explain theoretical concepts and mechanisms behind digital entrepreneurship and digital transformation. Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation. Enable students to evaluate the boundaries and risks of digital entrepreneurship and digital transformation
Learning outcomes: On successful completion of this module students will be able to (1) Assess the role of digital entrepreneurship and digital transformation for creating and sustaining competitive advantage, (2) Create and evaluate concepts related to digital entrepreneurship and digital transformation, (3) Make judgements about the organizational and managerial implications of digital entrepreneurship and digital transformation, (4) Systematically choose between different routes of action.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title				Abbreviation
Organizational Economics and Digital Transformation				12-M-OEDT-262-m01

Module coordinator	Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The course Organizational Economics and Digital Transformation introduces advanced topics in organizational economics, with a focus on economic decision-making within organizations. Concepts and tools from microeconomic theory, as well as empirical findings from field studies and laboratory experiments, are incorporated, such as those related to performance measurement and incentives, organizational structure, and authority. Additionally, the course integrates key aspects of digital transformation shaping modern business landscapes. Thus, students not only gain a solid overview of the fundamental principles of organizational economics but also insights into the challenges, opportunities, and strategies associated with the digital transformation of businesses.

Intended learning outcomes

With this course,
- students will be able to understand and reflect on modern microeconomic concepts and current organizational economics.
- students will learn to master and apply quantitative microeconomic methods.
- students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology.
- students learn how digital transformation impacts organizations and their architecture.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module title	**Abbreviation**
Business Software 1: Management and Implementation of Information Systems	12-M-GPU-262-m01

Module coordinator	**Module offered by**
holder of the Chair of Business Management and Business Information Systems	Faculty of Management and Economics

ECTS	**Method of grading**	**Only after succ. compl. of module(s)**
5	numerical grade	--

Duration	**Module level**	**Other prerequisites**
1 semester	graduate	--

Contents

The module offers a comprehensive insight into the world of Enterprise Resource Planning (ERP) systems. ERP systems are central building blocks in modern business management and play a crucial role in the integration of business processes, data management and decision-making. This module is divided into three sections, each of which focuses on practical applications and examples in addition to theory.

- Section 1: ERP selection process with application examples of two ERP systems: The first part of the module is dedicated to the complex process of selecting a suitable ERP system for a company. Students are familiarized with proven methods and tools that are used in the evaluation of ERP systems. Using case studies, students compare two different ERP systems and apply the selection process in a real-life environment.
- Section 2: Low-code and no-code systems with application examples: In this part, students are familiarized with low-code and no-code platforms that enable the efficient development of individual ERP applications. The focus is on dealing with a specific software solution from a leading company in this field. Students learn the basics of these platforms and create their own applications in order to experience the advantages of low-code and no-code approaches in practice.
- Section 3: Customizing ERP software using the example of SAP S/4HANA: In the final part, students learn the basics of customizing ERP software. The focus is on the world's leading ERP system SAP S/4HANA. Students are enabled to adapt SAP S/4HANA to the specific requirements of a company. Practical exercises and case studies enable students to apply customizing techniques in real-life scenarios.

In addition to the theoretical information presented in the lecture, the exercises offer the opportunity to access the ERP systems and deal with the respective software in a practical way by means of extensive case studies.

Intended learning outcomes

The "Business Software 1: Management and Implementation of Information Systems" module aims to achieve the following learning outcomes:

1. ERP Systems - Overview and Differentiation: Students gain a comprehensive understanding of various ERP systems, their architectures, and philosophies.
2. Integration of Business Processes: Participants learn how ERP systems map and optimize business operations.
3. Selection and Customizing of ERP Systems: Students develop skills to evaluate, select, and adapt ERP systems to meet business needs.
4. Implementation of Business Processes: Students gain practical experience in independently implementing business processes in ERP and low-code/no-code platforms, and learn practical ERP customizing.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: German and/or English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus

Allocation of places
50 places. WM1: Should the number of applications exceed the number of available places, places will be allocated as follows: 1) Master's students of Information Systems, Management and Economathematics will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.
Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Corporate Strategy			12-M-UGF2-262-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)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This theory-led and application-oriented module provides you with critical knowledge and skills related to corporate strategy—essential for anyone aspiring to take on leadership roles in their future career, may it be in the private or public sector. The module goes beyond basic knowledge about strategic management provided by bachelor-level modules.

(1) Developing strategies in pursuit of competitive advantage
(2) Corporate diversification
(3) Vertical integration and outsourcing
(4) Mergers & acquisitions
(5) Dynamic strategies
(6) Cooperative strategies
(7) Corporate spin-offs and spin-outs
(8) Internationalization strategies (I)
(9) Internationalization strategies (II)
(10) Strategic change
(11) Corporate strategies and new technologies
(12) Corporate governance and corporate social responsibility
(13) Corporate communication and crisis management
(14) Wrap-up and Q&A

Intended learning outcomes

Educational aims
- Clarify the role of corporate strategy
- Explain theoretical concepts and mechanisms behind corporate strategy
- Enable students to critically appraise alternative approaches to corporate strategy
- Enable students to evaluate the boundaries and risks of corporate strategy

Learning outcomes

On successful completion of this module students will be able to:

- Assess the role of corporate strategy for creating and sustaining competitive advantage
- Create and evaluate concepts related to corporate strategy
- Make judgements about the organizational and managerial implications of corporate strategy
- Systematically choose between different routes of action

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title				Abbreviation
Project and Change Management				12-M-PROM-262-m01
Module coordinator			**Module offered by**	
holder of the Chair of Business Management, Controlling and Accounting			Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**		
5	numerical grade	--		
Duration	**Module level**	**Other prerequisites**		
1 semester	graduate	--		

Contents

The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and control within enterprises. Special attention is being directed towards internal company projects that are associated with significant changes for those involved. Thus, alongside classical and agile project management approaches, theoretical foundations and methods of change management are also considered. The module covers characteristic features and structures of projects, their possible success factors, methods and instruments of control and management of projects in various project phases. The theoretical basis as well as potential applications of these instruments are discussed.

Intended learning outcomes

Initially, students acquire an understanding of project management and control tools as well as change management. Upon completion of the course, they are capable of analyzing and evaluating the strengths and weaknesses, as well as the application possibilities and limitations, of commonly used tools and methods in practice. Furthermore, they gain competencies in designing and advancing project management and controlling. Additionally, students are able to apply these tools and methods in practical settings.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: German and/or English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title				Abbreviation
Digital Strategy				12-M-IBS-262-m01

Module coordinator	Module offered by
holder of the Chair of Information Systems Engineering	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.

Intended learning outcomes

- Become familiar with theoretical concepts of strategy development and implementation in the e-business context
- Understand the strengths and weaknesses of different frameworks and approaches as well as the prerequisites for their meaningful application
- Apply the concepts to case studies and derive action-oriented recommendations from them
- Learn how to transfer the concepts to other entrepreneurial situations from their studies or work

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title				Abbreviation
Communication in Business and Economics				12-M-BUC-262-m01

Module coordinator	Module offered by
holder of the Professorship of Economic Journalism	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The lecture names introductory relevant communication models. Furthermore, the theoretical models of PR are discussed. The added value of communication for companies, business, politics, and science is explained. The discrepancy between journalism and PR is discussed, as well as the basic elements, instruments, goals, and forms of PR. The preparation and implementation of press meetings, conferences, campaigns, and events will be systematically explained, and the central aspects of corporate communications will be outlined. The exercise deals with the practical implementation of journalistic styles in the various media and provides an overview of the possibilities and concepts of PR work across different media and target groups.

Intended learning outcomes

After participating in the module courses, students are able to understand and apply PR and its forms, elements as well as methods and in a holistic context. Students learn professional competencies in the field of (business) communication with regard to reflection, argumentation, and exchange as a PR consultant in different areas. In addition, students will be able to apply concrete PR instruments in practice and prepare them professionally.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title				Abbreviation
Corporate Succession				12-M-UN-262-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)**		
5	numerical grade	--		
Duration	**Module level**	**Other prerequisites**		
1 semester	graduate	--		

Contents

This theory-led and practice-oriented module covers crucial phases within the succession process, including the planning, the transition, and the post-succession phase. It aims to prepare not only potential successors and business owners, but also other key stakeholders in business succession.

Intended learning outcomes

On successful completion of this module students will be able to:

- Assess alternative options for planning and management business succession
- Evaluate concepts related to business succession
- Make judgements about the organizational and managerial implications of business succession
- Systematically choose between different routes of action

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: German and/or English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: if announced

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

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Module title				Abbreviation
Selected Topics in Entrepreneurship, Intrapreneurship and Corporate Succession I				12-M-AEI1-262-m01
Module coordinator			**Module offered by**	
Dean of Studies Faculty of Business Management and Economics			Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**		
5	numerical grade	--		
Duration	**Module level**	**Other prerequisites**		
1 semester	graduate	--		

Contents

The module covers selected advanced topics within the subject area indicated in the module title. The focus is on conceptual, analytical, and application-oriented issues that go beyond an introductory presentation. In addition, selected topics related to entrepreneurial thinking and action, innovation and start-up processes, as well as intrapreneurship in different organizational contexts are examined in greater depth.

Intended learning outcomes

Students are able to systematically analyze complex and non-standard problems within the respective subject area, develop, evaluate, and substantiate appropriate solution approaches, and transfer insights to new contexts. Furthermore, they can apply concepts of entrepreneurship and innovation in a reflective manner, analyze innovation and start-up initiatives, and assess their implementation on a sound scientific basis.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: German and/or English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

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Module title				Abbreviation
Selected Topics in Entrepreneurship, Intrapreneurship and Corporate Succession ll				12-M-AEI2-262-m01
Module coordinator			**Module offered by**	
Dean of Studies Faculty of Business Management and Economics			Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**		
5	numerical grade	--		
Duration	**Module level**	**Other prerequisites**		
1 semester	graduate	--		

Contents

The module covers selected advanced topics within the subject area indicated in the module title. The focus is on conceptual, analytical, and application-oriented issues that go beyond an introductory presentation. In addition, selected topics related to entrepreneurial thinking and action, innovation and start-up processes, as well as intrapreneurship in different organizational contexts are examined in greater depth.

Intended learning outcomes

Students are able to systematically analyze complex and non-standard problems within the respective subject area, develop, evaluate, and substantiate appropriate solution approaches, and transfer insights to new contexts. Furthermore, they can apply concepts of entrepreneurship and innovation in a reflective manner, analyze innovation and start-up initiatives, and assess their implementation on a sound scientific basis.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: German and/or English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

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Project seminars

(30 ECTS credits)

Module title				**Abbreviation**
Project Seminar 1				12-M-PRS1-262-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

The project seminar enables students to collaborate in teams to solve practical problems. With its emphasis on experiential learning through experimentation and experience, the module complements other modules in the program highlighting conceptualization and observation. All three compulsory project seminars in the program cover distinct, complementary, and varying topics in the domains of entrepreneurship, intrapreneurship, and/or business succession. Students can propose own topics within the domain of the respective seminar to further develop their individual startup, intrapreneurship, or succession plans.

Intended learning outcomes

On successful completion of this module students will be able to: (1) Assess links between theory and practice in the domains of entrepreneurship, intrapreneurship, and business succession, (2) critically discuss concepts in the domains of entrepreneurship, intrapreneurship, and business successions based on practical experience, (3) achieve effectively and efficiently common goals within innovation teams, (4) systematically choose between different routes of entrepreneurial action.

Courses (type, number of weekly contact hours, language — if other than German)

S (2)
Module taught in: German and/or English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

portfolio (approx. 50 hours total)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title				Abbreviation
Project Seminar 2				12-M-PRS2-262-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

The project seminar enables students to collaborate in teams to solve practical problems. With its emphasis on experiential learning through experimentation and experience, the module complements other modules in the program highlighting conceptualization and observation. All three compulsory project seminars in the program cover distinct, complementary, and varying topics in the domains of entrepreneurship, intrapreneurship, and/or business succession. Students can propose own topics within the domain of the respective seminar to further develop their individual startup, intrapreneurship, or succession plans.

Intended learning outcomes

On successful completion of this module students will be able to: (1) Assess links between theory and practice in the domains of entrepreneurship, intrapreneurship, and business succession, (2) critically discuss concepts in the domains of entrepreneurship, intrapreneurship, and business successions based on practical experience, (3) achieve effectively and efficiently common goals within innovation teams, (4) systematically choose between different routes of entrepreneurial action.

Courses (type, number of weekly contact hours, language — if other than German)

S (2)
Module taught in: German and/or English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

portfolio (approx. 50 hours total)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title			Abbreviation
Project Seminar 3			12-M-PRS3-262-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

The project seminar enables students to collaborate in teams to solve practical problems. With its emphasis on experiential learning through experimentation and experience, the module complements other modules in the program highlighting conceptualization and observation. All three compulsory project seminars in the program cover distinct, complementary, and varying topics in the domains of entrepreneurship, intrapreneurship, and/or business succession. Students can propose own topics within the domain of the respective seminar to further develop their individual startup, intrapreneurship, or succession plans.

Intended learning outcomes

On successful completion of this module students will be able to: (1) Assess links between theory and practice in the domains of entrepreneurship, intrapreneurship, and business succession, (2) critically discuss concepts in the domains of entrepreneurship, intrapreneurship, and business successions based on practical experience, (3) achieve effectively and efficiently common goals within innovation teams, (4) systematically choose between different routes of entrepreneurial action.

Courses (type, number of weekly contact hours, language — if other than German)

S (2)
Module taught in: German and/or English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

portfolio (approx. 50 hours total)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			**Abbreviation**
Research Seminar			12-M-FS-262-m01
Module coordinator		**Module offered by**	
Dean of Studies Faculty of Business Management and Economics		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

The research seminar is designed to facilitate an in-depth engagement with a scientific research question drawn from the faculty's fields of study. Students systematically review relevant theoretical and empirical literature and select appropriate scientific methods to address the research question. The work process includes structured planning and implementation, critical reflection on methodological decisions, as well as the written documentation and oral presentation of the results.

Intended learning outcomes

Students are able to
- independently structure and analytically engage with scientific research questions,
- justify the selection, apply, and critically reflect on appropriate theoretical, empirical, or conceptual methods,
- independently plan, conduct, and transparently document research processes,
- systematically analyze and evaluate complex information, data, and lines of argumentation,
- present their own results clearly, in a structured manner, and on a sound scientific basis in both written and oral form,
- critically engage with academic work and participate in disciplinary discussions in a reflective and well-argued manner.

Courses (type, number of weekly contact hours, language — if other than German)

S (2)
Module taught in: German and/or English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

portfolio (100 to 150 hours total)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

Teaching cycle: every semester

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

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Module title				**Abbreviation**
Practical Experience				12-M-PK-262-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	(not) successfully completed	--		
Duration	**Module level**	**Other prerequisites**		
1 semester	graduate	--		

Contents

This module is based on a practice project organized by students themselves together with a private or public organization. Experience from the project (e.g., an internship) is then used to critically reflect upon key concepts and theories in the domains of entrepreneurship, intrapreneurship, and/or business succession. Students can work individually or in teams.

Intended learning outcomes

On successful completion of this module you will be able to:
1. Assess links between theory and practice in the domains of entrepreneurship, intrapreneurship, and business succession
2. critically discuss concepts in the domains of entrepreneurship, intrapreneurship, and business successions based on practical experience,
3. achieve effectively and efficiently project goals, and (4) systematically choose between different routes of entrepreneurial action.

Courses (type, number of weekly contact hours, language — if other than German)

P (0)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

portfolio (approx. 50 hours total)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

Teaching cycle: every semester

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

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Thesis

(30 ECTS credits)

Module title			Abbreviation
Master Thesis Entrepreneurship & Innovation			12-M-MEI-262-m01
Module coordinator			**Module offered by**
Dean of Studies Faculty of Business Management and Economics			Faculty of Management and Economics
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
30	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	If applicable, topic-specific modules such as successfully completed Module 12-M-FS (research seminar) as specified by the supervisor.	

Contents

The Master's thesis involves the independent academic investigation of a research question within the field of entrepreneurship, intrapreneurship, and succession, as well as related areas of business and economics research. Based on the current state of research, students develop a clearly defined research question and assume independent responsibility for the conceptual design, methodological implementation, and presentation of the research results. The work process includes a systematic and in-depth literature review, the independent selection and application of appropriate theoretical and/or empirical methods, critical reflection on the chosen approach, and a structured, scientifically sound written presentation of the results in accordance with the principles of good scientific practice.

Intended learning outcomes

Students are able to
- develop and precisely formulate an original, research-relevant research question,
- independently and critically analyze the relevant theoretical and empirical state of research and make it applicable to their own research question,
- independently select, apply, and critically reflect on appropriate scientific methods,
- independently plan, conduct, and methodologically document complex research processes in a transparent and traceable manner,
- analytically interpret their own results at an academic level, critically evaluate them, and situate them within a broader scholarly context,
- independently produce a scholarly thesis that is formally correct and complies with the standards of good scientific practice.

Courses (type, number of weekly contact hours, language — if other than German)

No courses assigned to module

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Master's thesis (60 to 80 pages)
Language of assessment: German and/or English
Assessment offered: Ongoing, after consultation with supervisor and registration

Allocation of places

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Additional information

Time to complete: 6 months

Workload

900 h

Teaching cycle

Teaching cycle: every semester

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

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