



Module Catalogue

for the Subject

Supplementary course Entrepreneurship into Action (ZENTRIA)

with the degree "Zusatzstudium"
(35 ECTS credits)

Examination regulations version: 2025

Responsible:

Responsible: University of Applied Sciences Würzburg- Schweinfurt (FHWS)

Contents

The subject is divided into	3
Abbreviations used, Conventions, Notes, In accordance with	4
Compulsory Courses	5
Team Development	6
General Compulsory Courses	7
Trend analysis	8
Lecture Series: Digital Innovations & Entrepreneurship	9
Introduction to Business Journalism	10
Strategic and Innovation Management	11
Marketing	13
Applied Entrepreneurship: Managing and Developing	15
Startup Competition	16
Personality and Society; Definition and Managing of Projects	17
Business Development	18
Entrepreneurship and Business Model Design	19
Professional Project Management	20
Digital Entrepreneurship and Digital Transformation	21
Business Communication in Print, Online and Social Media	23
Sales and Communications Management	25
Entrepreneurship	27
Sustainable Digital Innovator Maker Space	28
Prototyping Week	29
Entrepreneurship for Engineers	30
Digital Business Models	31
Business Development and Foundation	32
Business Development and Entrepreneurship	33
Entrepreneurship (Entrepreneurial Mind-set, Design Thinking & Entrepreneurial Finance)	34
Founding@THWS	35
Entrepreneur Labor	36
Legal Aspects of Applied Entrepreneurship: Managing and Developing	37
Project - Current Topics in Computer Science	38
Entrepreneurship in Software-Ecosystems: Start & Scale Up, Venture Capital, Private Equity, EXIT	39
Value-oriented Corporate Management; Sustainable Innovation	41
Sustainability Competence and Ethical Reflections	42
Communication and Media	43
Compulsory Courses Practice	44
Study Trip Silicon Valley	45
Practical Project Entrepreneurship@JMU	46
Practical Project Entrepreneurship@THAB	47
Practical Project Entrepreneurship@THWS	48

The subject is divided into

section / sub-section	ECTS credits	starting page
Compulsory Courses	5	5
General Compulsory Courses	25	7
Trend analysis	5	8
Business Development	10	18
Entrepreneur Labor	10	36
Compulsory Courses Practice	5	44

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:

SPO+ASPO2015

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

11-Dec-2024 (2024-112)

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 Courses

(5 ECTS credits)

Module title		Abbreviation
Team Development		00-ZENTRIA-TE-251-m01
Module coordinator		Module offered by
--		
ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
S (4) 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)		
project (project report as individual or group work (approx. 10 pages each person); presentation (approx. 10 minutes per candidate)) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

General Compulsory Courses

(25 ECTS credits)

Trend analysis

(5 ECTS credits)

Module title		Abbreviation
Lecture Series: Digital Innovations & Entrepreneurship		33-SFT-DI-251-m01
Module coordinator		Module offered by
unknown		
ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	unknown	--
Contents		
No information on contents available.		
Intended learning outcomes		
No information on intended learning outcomes available.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (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)		
written examination (approx. 60 minutes) Assessment offered: Once a year, winter semester		
Allocation of places		
--		
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 appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Introduction to Business Journalism		12-EWJ-242-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Business 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		
<p>The course provides a practical introduction to the functions and goals of business journalism and gives an initial overview of the subject area of journalism. The focus is on the following questions: What is communication? What are the special features of business journalism? How does one communicate complex economic-political contexts? What needs to be taken into account when providing information and conducting research? How are sources handled in journalism? How are journalistic products such as a report or news item or a report written? How does storytelling work? What is the most efficient way to disseminate journalistic products? What comprises the field of journalistic ethics?</p>		
Intended learning outcomes		
<p>Through practical exercises, students learn about different forms of presentation and gain insight into research techniques. After completing the "Introduction to Business Journalism" module, students are able to comprehend and evaluate the work of journalists and likewise write journalistic products independently.</p>		
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)		
<p>a) written examination (approx. 60 minutes) or b) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>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) Bachelor' degree (1 major) Digital Business & Data Science (2024) Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)</p>		

Module title		Abbreviation
Strategic and Innovation Management		12-IM-242-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Business 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		
<p>The course will provide students with an overview of essential topics of innovation management. Particular emphasis will be on the application of theoretical concepts to practical examples and cases. The course will develop the innovation process starting with the idea and ending with the market entry of an innovation. The course will consist of two core elements: 1. "Creating Value": how can companies create something new? and 2. "Profiting from Value": how can companies profit from innovations? The course will use practical examples from numerous industries such as world-class restaurants, music, consumer goods, electricity or the software industry.</p>		
Intended learning outcomes		
<p>At the end of the module students are able to understand:</p> <ul style="list-style-type: none"> • The importance of innovations • The sources of innovations • The New Product Development process • The roles in the innovation process • The importance of intellectual property rights • How innovations diffuse in the market 		
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)		
<p>a) written examination (approx. 60 minutes) or b) term paper (as individual or group work; approx. 10 pages each person) or c) oral examination in groups of up to 3 candidates (approx. 15 minutes each candidate) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Bachelor' degree (1 major) Business Information Systems (2024) Bachelor' degree (1 major) Economathematics (2024) Bachelor' degree (1 major) Business Management and Economics (2024)</p>		
Suppl. course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)	JMU Würzburg • generated 14-Dez-2024 • exam. reg. data record Zusatzstudium Zusatzstudium Entrepreneurship into Action (ZENTRIA) - 2025	page 11 / 48

Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024)
Bachelor' degree (1 major) Digital Business & Data Science (2024)
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)

Module title		Abbreviation
Marketing		12-Mark-G-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Business 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		
<p>Description</p> <p>In this module, students will acquire the theoretical foundations of market-oriented management.</p> <p>Content:</p> <p>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.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 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 <p>Reading:</p> <p>Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen -- Perspektiven -- Anwendungen, 4th revised and exp. ed., Wiesbaden 2011.</p> <p>Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012.</p> <p>Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 3rd ed., Wiesbaden, 2012a.</p> <p>Kroeber-Riel, W. / Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009.</p> <p>Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing -- Grundlagen marktorientierter Unternehmensführung: Konzepte -- Instrumente -- Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012.</p> <p>Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management -- Ein markenorientierter Ansatz, 4th ed., Stuttgart 2010.</p> <p>Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Wiesbaden 1995.</p> <p>Porter, M. E.: Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.)</p> <p>Simon, H. / Fassnacht, M.: Preismanagement, Strategie -- Analyse -- Entscheidung -- Umsetzung, 3rd ed., Wiesbaden 2009.</p>		
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		
Suppl. course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)	JMU Würzburg • generated 14-Dez-2024 • exam. reg. data record Zusatzstudium Zusatzstudium Entrepreneurship into Action (ZENTRIA) - 2025	page 13 / 48

Method of assessment (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) Language of assessment: German and/or English creditable for bonus
Allocation of places
--
Additional information
--
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 appears in
Module studies (Bachelor) Business Management and Economics (2019) Bachelor' degree (1 major) Business Information Systems (2024) Bachelor' degree (1 major) Econometrics (2024) Bachelor' degree (1 major) Business Management and Economics (2024) Bachelor's degree (1 major, 1 minor) Business Management and Economics (Minor, 2024) Bachelor' degree (1 major) Digital Business & Data Science (2024) Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)

Module title		Abbreviation
Applied Entrepreneurship: Managing and Developing		98-ZENTRIA-UP-251-m01
Module coordinator		Module offered by
--		
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
S (4) 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)		
project (project report as individual or group work (approx. 10 pages each person); presentation (approx. 10 minutes per candidate)) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Statup Competition		99-ZENTRIA-SC-251-m01
Module coordinator		Module offered by
--		University of Applied Sciences Würzburg- Schweinfurt (FHWS)
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
S (4)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
project (project report as individual or group work (approx. 10 pages each person); presentation (approx. 10 minutes per candidate))		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Personality and Society; Definition and Managing of Projects		99-ZENTRIA-PG-251-m01
Module coordinator		Module offered by
--		University of Applied Sciences Würzburg- Schweinfurt (FHWS)
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language – if other than German)		
S (2) + 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)		
project (project report as individual or group work (approx. 10 pages each person); presentation (approx. 10 minutes per candidate))		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Business Development

(10 ECTS credits)

Module title		Abbreviation
Entrepreneurship and Business Model Design		98-ZENTRIA-EBMD-251-m01
Module coordinator		Module offered by
--		
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
S (4) 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)		
project (project report as individual or group work (approx. 10 pages each person); presentation (approx. 10 minutes per candidate)) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Professional Project Management		10-I=PM-252-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science III		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	We recommend completing module 10-I=PRJAK in parallel.
Contents		
<p>Project goals, project assignment, project success criteria, business plan, environment analysis and stakeholder management, initialisation, definition, planning, execution/control, finishing of projects, reporting, project communication and marketing, project organisation, team building and development, opportunity and risk management; conflict and crisis management, change and claim management; contract and procurement management, quality management, work techniques, methods and tools; leadership and social skills in project management, program management, multiproject management, project portfolio management, PMOs; peculiarities of software projects; agile project management/SCRUM, combination of classic and agile methods.</p>		
Intended learning outcomes		
<p>The students possess practically relevant knowledge about the topics of production management and/or professional project management. They are familiar with the critical success criteria and are able to initiate, define, plan, control and review projects.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (4)		
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>written examination (approx. 60 to 120 minutes) If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
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Additional information		
<p>Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): SE, IT, KI, ES, LR, HCI, GE, IN</p>		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) Management (2025)</p>		

Module title		Abbreviation
Digital Entrepreneurship and Digital Transformation		12-M-UGF3-242-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Business 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		
<p>This module provides an introduction into digital entrepreneurship and digital transformation.</p> <p>(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</p>		
Intended learning outcomes		
<p>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</p> <p>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.</p>		
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)		
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: English</p>		
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)
--
Module appears in
Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Management International (2025)

Module title		Abbreviation
Business Communication in Print, Online and Social Media		12-M-ECC-242-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Business 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		
<p>This module focuses on the relationship of offer characteristics with benefit aspects for the end consumer and the business models on the part of the providers. Starting from the basics of editorial work and professional text management, the new forms of communication management in social networks are presented. The focus of the lecture is on the use of social media in campaigns (Facebook, Twitter, Instagram, Tiktok). There will also be exercises on various Web 2.0 applications (e.g. online social networks) and on the collection and interpretation of online market research data. Crisis communication of companies will also be covered – in particular opinion-makers on the web as well as protest culture on the web.</p>		
Intended learning outcomes		
<p>By participating in the module courses, students acquire job-specific skills in research and interviewing. Students are able to collect and organize information according to criteria of topicality and relevance. In addition, students are taught journalistic expertise so that they are able to recognize the forms of presentation of news, reports, and background reports with their media characteristics and communicative functions in different media genres and create them themselves. Students will be able to prototype and design a social media campaign, describe the editorial and technical approach including feedback, response, and customer engagement. In addition, students will be able to design counter-strategies for corporate communication crises.</p>		
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)		
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)</p>		
Suppl. course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)	JMU Würzburg • generated 14-Dez-2024 • exam. reg. data record Zusatzstudium Zusatzstudium Entrepreneurship into Action (ZENTRIA) - 2025	page 23 / 48

Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)

Module title		Abbreviation
Sales and Communications Management		12-M-IMM-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Business 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		
<p>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.</p> <p>Rough course structure:</p> <ul style="list-style-type: none"> • Sales management: <ul style="list-style-type: none"> • Designing the sales structure • Strategic sales management • Management of sales staff • Communication management: <ul style="list-style-type: none"> • 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) term paper (15 to 20 pages) Language of assessment: English creditable for bonus		
Allocation of places		
--		
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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Suppl. course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)	JMU Würzburg • generated 14-Dez-2024 • exam. reg. data record Zusatzstudium Zusatzstudium Entrepreneurship into Action (ZENTRIA) - 2025	page 25 / 48

Module appears in

Master's degree (1 major) Management International (2024)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Econometrics (2024)
 Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) Management International (2025)

Module title		Abbreviation
Entrepreneurship		98-ZENTRIA-UG-251-m01
Module coordinator		Module offered by
--		
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
V (4) 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)		
project (project report as individual or group work (approx. 10 pages each person); presentation (approx. 10 minutes per candidate)) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Sustainable Digital Innovator Maker Space		98-ZENTRIA-NGM-251-m01
Module coordinator		Module offered by
--		
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
S (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)		
oral examination of one candidate each or in groups of up to 3 candidates (approx. 20 minutes per candidate) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Prototyping Week		98-ZENTRIA-PTW-251-mo1
Module coordinator		Module offered by
--		
ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
R (4) 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)		
project (project report as individual or group work (approx. 10 pages each person); presentation (approx. 10 minutes per candidate)) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Entrepreneurship for Engineers		99-ZENTRIA-EFE-251-m01
Module coordinator		Module offered by
--		University of Applied Sciences Würzburg- Schweinfurt (FHWS)
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
S (4) 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)		
portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Digital Business Models		99-ZENTRIA-DBM-251-m01
Module coordinator		Module offered by
--		University of Applied Sciences Würzburg- Schweinfurt (FHWS)
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
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Courses (type, number of weekly contact hours, language — if other than German)		
S (4) 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)		
portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English		
Allocation of places		
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Additional information		
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Workload		
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		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Business Development and Foundation		99-ZENTRIA-GUG-251-m01
Module coordinator		Module offered by
--		University of Applied Sciences Würzburg- Schweinfurt (FHWS)
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language – if other than German)		
S (4)		
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 (written elaboration as individual or group work, approx. 15 pages each person)		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Business Development and Entrepreneurship		99-ZENTRIA-BDE-251-mo1
Module coordinator		Module offered by
--		University of Applied Sciences Würzburg- Schweinfurt (FHWS)
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
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Courses (type, number of weekly contact hours, language — if other than German)		
S (4) 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)		
portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English		
Allocation of places		
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Additional information		
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Workload		
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		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Entrepreneurship (Entrepreneurial Mind-set, Design Thinking & Entrepreneurial Finance)		99-ZENTRIA-EN-251-m01
Module coordinator		Module offered by
--		University of Applied Sciences Würzburg-Schweinfurt (FHWS)
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
S (4) 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)		
portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English		
Allocation of places		
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Additional information		
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Workload		
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		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Founding@THWS		99-ZENTRIA-GT-251-mo1
Module coordinator		Module offered by
--		University of Applied Sciences Würzburg- Schweinfurt (FHWS)
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language – if other than German)		
S (4)		
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 (project report as individual or group work, approx. 15 pages each person)		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Entrepreneur Labor

(10 ECTS credits)

Module title		Abbreviation
Legal Aspects of Applied Entrepreneurship: Managing and Developing		98-ZENTRIA-RAU-251-m01
Module coordinator		Module offered by
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ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
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Courses (type, number of weekly contact hours, language — if other than German)		
S (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)		
project (project report as individual or group work (approx. 10 pages each person); presentation (approx. 10 minutes per candidate)) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Project - Current Topics in Computer Science		10-I=PRJAK-252-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Completion of a project task (in Teams).		
Intended learning outcomes		
The project allows participants to work on a problem in computer science in teams.		
Courses (type, number of weekly contact hours, language — if other than German)		
P (4)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
project report (10 to 15 pages) and presentation of project (15 to 30 minutes) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered (Each project is offered one time only. The project will not be repeated; there will not be another project with the same topic. Assessment can, therefore, only be offered for the project offered in the respective semester)		
Allocation of places		
--		
Additional information		
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): AT, SE, IT, KI, ES, LR, HCI, GE, SEC, IN		
Workload		
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		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) Management (2025)		

Module title		Abbreviation
Entrepreneurship in Software-Ecosystems: Start & Scale Up, Venture Capital, Private Equity, EXIT		12-M-ESE-251-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Business 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		
<p>This module is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (Business Management and Economics) who are interested in enterprise thinking, scaling, and software entrepreneurship. Therefore, this module focuses on the intersection of entrepreneurship, software ecosystems, and scale-up companies.</p> <p>The module first provides a foundation for understanding entrepreneurship from a theoretical perspective. It covers value management, business model development, and organizational structures. This is followed by a deeper insight into the various aspects of practical business management, including daily doing, sales, financing, traction, KPIs measuring success and performance, and legal forms.</p> <p>The main part of this module discusses how software-based companies can position themselves in the market and generate value through different business models and innovative strategies. Students will learn about the ecosystems of digital companies and the composition of their strategies. These strategies form the foundation for the growth of young companies, especially scale-ups. The module provides theoretical overviews, practical tools, and instruments for developing growth strategies. Various financing and exit strategies are also covered.</p> <p>This module includes the following course contents, as summarized below:</p> <ul style="list-style-type: none"> • Introduction to Entrepreneurship, Digital Startup Ecosystems, and Process Models • Value Management and Business Model Development • Daily Doing, KPI, Traction and Project-Management • Software Entrepreneurship: Software-based Value Chain • Scale-Ups: Introduction, Growth, Tools and Strategies • Exit Strategies 		
Intended learning outcomes		
<p>The "Entrepreneurship in Software-Ecosystems: Start & Scale Up, Venture Capital, Private Equity, EXIT" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none"> 1. Software-Based Business Models: Students will learn to understand software-based business models, manage daily operations, maintain traction, and implement KPI management. 2. Software Entrepreneurship: After completing the module, students will be able to define software entrepreneurship, analyze its ecosystems, and engage with value-enhancing strategies. 3. Corporate Structures and Growth: Participants will learn to build scalable structures, develop growth strategies, and practically apply scaling tools. 4. Exit Strategies: Students will become familiar with various exit strategies for businesses and assess their advantages and disadvantages. 		
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 minutes) or		

b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or
c) term paper (15 to 20 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

Number of places: 50 (max. 10 places will be allocated to students of the supplementary course ZENTRIA)

WA:

Should the number of applications exceed the number of available places, places will be allocated as follows:

(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.

a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.

b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.

c. Among applicants with the same average grade, places will be allocated by lot.

(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.

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 appears in

Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)

Module title		Abbreviation
Value-oriented Corporate Management; Sustainable Innovation		99-ZENTRIA-WUF-251-m01
Module coordinator		Module offered by
--		University of Applied Sciences Würzburg-Schweinfurt (FHWS)
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) + 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)		
a) portfolio (approx. 15 pages each person) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Sustainability Competence and Ethical Reflections		99-ZENTRIA-SCER-251-m01
Module coordinator		Module offered by
--		University of Applied Sciences Würzburg-Schweinfurt (FHWS)
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
S (4) 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. 90 minutes) or b) portfolio (written elaboration, approx. 15 pages each person) Language of assessment: English		
Allocation of places		
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Additional information		
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Workload		
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		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Communication and Media		99-ZENTRIA-KUM-251-m01
Module coordinator		Module offered by
--		University of Applied Sciences Würzburg-Schweinfurt (FHWS)
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
S (4)		
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) portfolio (approx. 15 pages each person) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)		
Allocation of places		
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Additional information		
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Workload		
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		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Compulsory Courses Practice

(5 ECTS credits)

Module title		Abbreviation
Study Trip Silicon Valley		98-ZENTRIA-SVT-251-m01
Module coordinator		Module offered by
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ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
R/P (4) 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)		
project (project report as individual or group work (approx. 10 pages each person); presentation (approx. 10 minutes per candidate)) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
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		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Practical Project Entrepreneurship@JMU		00-ZENTRIA-PUN-251-mo1
Module coordinator		Module offered by
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ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
R (4) Module taught in: German and/or English Course type: alternatively P instead of R (4)		
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) project (project report (10 to 15 pages) with presentation (approx. 15 minutes)) or b) placement report (10 to 15 pages) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Practical Project Entrepreneurship@THAB		98-ZENTRIA-PUN-251-mo1
Module coordinator		Module offered by
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ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
R (4) Module taught in: German and/or English Course type: alternatively P instead of R (4)		
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) project (project report (10 to 15 pages) with presentation (approx. 15 minutes)) or b) placement report (10 to 15 pages) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		

Module title		Abbreviation
Practical Project Entrepreneurship@THWS		99-ZENTRIA-PUN-251-mo1
Module coordinator		Module offered by
--		University of Applied Sciences Würzburg- Schweinfurt (FHWS)
ECTS	Method of grading	Only after succ. compl. of module(s)
5	(not) successfully completed	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language – if other than German)		
R (4) Module taught in: German and/or English Course type: alternatively P instead of R (4)		
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) project (project report (10 to 15 pages) with presentation (approx. 15 minutes)) or b) placement report (10 to 15 pages) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)		