

Subdivided 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)



Abbreviations used

Course types: \mathbf{E} = field trip, \mathbf{K} = colloquium, \mathbf{O} = conversatorium, \mathbf{P} = placement/lab course, \mathbf{R} = project, \mathbf{S} = seminar, \mathbf{T} = tutorial, $\ddot{\mathbf{U}}$ = exercise, \mathbf{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.

The subject is divided into

Abbreviation	Module title	ECTS credits	Method of grading	pag
Compulsory Courses (5 EC1	S credits)			
00-ZENTRIA-TE-251-m01	Team Development	5	B/NB	6
General Compulsory Cours	es (25 ECTS credits)			
Trend analysis (5 ECTS cro	edits)			
33-SFT-DI-251-m01	Lecture Series: Digital Innovations & Entrepreneurship	5	B/NB	22
	Introduction to Business Journalism	5	NUM	9
	Strategic and Innovation Management	5	NUM	10
	Marketing	5	NUM	12
	Applied Entrepreneurship: Managing and Developing	5	NUM	30
99-ZENTRIA-SC-251-m01		5	NUM	40
	Personality and Society; Definition and Managing of Projects	5	NUM	38
Business Development (1		J	Nom	،ر
98-ZENTRIA-EBMD-251-				<u> </u>
98-2EN IRIA-EBMD-251- m01	Entrepreneurship and Business Model Design	5	NUM	2
10-I=PM-252-m01	Professional Project Management	5	NUM	7
12-M-UGF3-242-m01	Digital Entrepreneurship and Digital Transformation	5	NUM	20
12-M-ECC-242-m01	Business Communication in Print, Online and Social Media	5	NUM	1.
12-M-IMM-242-m01	Sales and Communications Management	5	NUM	18
98-ZENTRIA-UG-251- m01	Entrepreneurship	5	NUM	2
98-ZENTRIA-NGM-251- mo1	Sustainable Digital Innovator Maker Space	5	NUM	2.
98-ZENTRIA-PTW-251- m01	Prototyping Week	5	B/NB	2
00-7FNTRIA-FFF-251-	Entrepreneruship for Engineers	5	NUM	3
99-ZENTRIA-DBM-251-	Digital Business Models	5	NUM	3
00-7FNTRIA-GUG-251-	Business Development and Foundation	5	NUM	3'
00-7FNTRIA-BDF-251-	Business Development and Entrepreneurship	5	NUM	3
00-7ENTRIA-EN-251-m01	Entrepreneurship (Entrepreneurial Mind-set, Design Thinking & Entrepreneurial Finance)	5	NUM	3
99-ZENTRIA-GT-251-m01	· · · · · · · · · · · · · · · · · · ·	5	NUM	3
Entrepreneur Labor (10 EC		2		
• •	Legal Aspects of Applied Entrepreneurship: Managing and De-			
	veloping	5	NUM	2
	Project - Current Topics in Computer Science	5	NUM	8
12-M-FSF-251-m01	Entrepreneurship in Software-Ecosystems: Start & Scale Up, Venture Capital, Private Equity, EXIT	5	NUM	1
00-7FNTRIA-WHF-251-	Value-oriented Corporate Canagement; Sustainable Innovation	5	NUM	4



Subdivided Module Catalogue for the Subject Supplementary course Entrepreneurship into Action (ZENTRIA) , 35 ECTS credits

99-ZENTRIA-SCER-251- mo1	Sustainability Competence and Ethical Reflections		NUM	41
99-ZENTRIA-KUM-251-			NUM	37
Compulsory Courses Pract	ice (5 ECTS credits)			
98-ZENTRIA-SVT-251-m01	Study Trip Silicon Valley	5	B/NB	28
00-ZENTRIA-PUN-251- m01	Practical Project Entrepreneurship@JMU	5	B/NB	5
98-ZENTRIA-PUN-251- m01	Practical Project Entrepreneurship@THAB	5	B/NB	26
99-ZENTRIA-PUN-251- m01	ractical Project Entrepreneurship@THWS		B/NB	39

Module title					Abbreviation		
Practic	al Proje	ect Entrepreneurship@JN	NU		00-ZENTRIA-PUN-251-m01		
Module	Module coordinator Module offered by						
ECTS	<u> </u>	od of grading	Only after succ. con	npl. of module(s)			
5	(not) s	successfully completed					
Duratio		Module level	Other prerequisites				
1 seme	ster						
Conten	ts						
Intende	ed learr	ning outcomes					
Course	s (type,	, number of weekly conta	ct hours, language –	- if other than Germa	n)		
R (4)							
		t in: German and/or Engl					
		Iternatively P instead of					
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-		
		ject report (10 to 15 page	s) with presentation	(approx. 15 minutes)) or		
		report (10 to 15 pages) ssessment: German and	or English				
Allocat							
	· · ·						
Additio	onal info	ormation					
Worklo	ad						
150 h	150 h						
Teaching cycle							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module	e appea	irs in					
Supple	mentar	y course Supplementary	course Entrepreneur	ship into Action (ZEN	ITRIA) (2025)		

Module title				Abbreviation			
Team Development					00-ZENTRIA-TE-251-m01		
Module	e coord	inator		Module offered by			
ECTS	·	od of grading	Only after succ. con	pl. of module(s)			
5		successfully completed					
Duratio		Module level	Other prerequisites				
1 seme	ster						
Conten	ts						
Intende	ed lear	ning outcomes					
Course	s (type	, number of weekly conta	ct hours, language –	if other than Germa	n)		
S (4)							
		t in: German and/or Engl					
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-		
nutes p	per can	ct report as individual or ; didate)) ssessment: German and,		to pages each perso	n); presentation (approx. 10 mi-		
Allocat	-		0,0				
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachi	Teaching cycle						
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module	Module appears in						
Supple	Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)						

Module title					Abbreviation
Profes	sional I	Project Management			10-I=PM-252-m01
Module coordinator				Module offered by	
holder	ofthe	Chair of Computer Scien	ce III	Institute of Comput	er Science
ECTS	1	od of grading	Only after succ. con	· · · · · · · · · · · · · · · · · · ·	
5		rical grade		•	
Duratio	on	Module level	Other prerequisites		
1 seme	ester	graduate	We recommend com	npleting module 10-l	=PRJAK in parallel.
Conten	nts				
manag munica ment; o quality progra project	ement, ation ar conflict manag m mana ts; agile	initialisation, definition nd marketing, project org and crisis management gement, work techniques agement, multiproject m e project management/S	, planning, execution, ganisation, team build , change and claim m s, methods and tools; anagement, project p	/control, finishing of ling and developmer anagement; contract leadership and soci ortfolio managemen	onment analysis and stakeholder projects, reporting, project com- nt, opportunity and risk manage- and procurement management, al skills in project management, t, PMOs; peculiarities of software ethods.
		ning outcomes			
fessior	nal proj				tion management and/or pro- a and are able to initiate, define,
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)
V (4)					
		sessment (type, scope, l ion on whether module o			tion offered — if not every seme-
lf anno examir prox. 1	ounced nation o 5 minut age of a	of one candidate each (a tes per candidate). ssessment: German and	ginning of the course, pprox. 20 minutes) or		tion may be replaced by an oral in groups of 2 candidates (ap-
Allocat	tion of _l	places			
Additio	onal inf	ormation			
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): SE, IT, KI, ES, LR, HCI, GE, IN					
			Master's programme l	nformatik (Computer	Science, 120 ECTS credits): SE,
	S, LR, I		Master's programme I	nformatik (Computer	r Science, 120 ECTS credits): SE,
IT, KI, E	S, LR, I		Master's programme I	nformatik (Computer	r Science, 120 ECTS credits): SE,
IT, KI, E Worklo	S, LR, I Dad	HCI, GE, IN	Master's programme I	nformatik (Computer	r Science, 120 ECTS credits): SE,
IT, KI, E Worklo 150 h	S, LR, I Dad	HCI, GE, IN	Master's programme I	nformatik (Computer	r Science, 120 ECTS credits): SE,
IT, KI, E Worklo 150 h Teachi	S, LR, I oad ng cycl	HCI, GE, IN			
IT, KI, E Worklo 150 h Teachi	S, LR, I oad ng cycl	HCI, GE, IN e			
IT, KI, E Worklo 150 h Teachi Referre	ng cycl	HCI, GE, IN e LPOI (examination reg			

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Module title					Abbreviation
Project	t - Curre	ent Topics in Computer S	cience		10-I=PRJAK-252-m01
Modul	e coord	inator		Module offered by	<u> </u>
Dean o	of Studi	es Informatik (Computer	Science)	Institute of Comput	ter Science
ECTS	Meth	od of grading	Only after succ. con	· · · · · ·	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conter	nts				
Comple	etion of	f a project task (in Teams).		
Intend	ed lear	ning outcomes			
The pro	oject al	lows participants to work	on a problem in corr	puter science in tea	ms.
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	an)
P (4)					
project Langua Assess project only be Allocat	t report age of a sment o t will no offere tion of p	t be repeated; there will d for the project offered i places ormation	sentation of project (/or English which the course is not be another projec n the respective sem	offered (Each projec ct with the same top ester)	t is offered one time only. The ic. Assessment can, therefore,
SE, IT,	KI, ES,	able for students of the N LR, HCI, GE, SEC, IN	laster's programme l	nformatik (Compute	r Science, 120 ECTS credits): AT,
Worklo	bad				
150 h					
Teachi	ng cycl	e			
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)	
Modul	e appea	ars in			
Master	's degr	ry course Supplementary ee (1 major) Information S ee (1 major) Managemen	Systems (2025)	ship into Action (ZEI	NTRIA) (2025)

Contents 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? Intended learning outcomes Through practical exercises, students learn about different forms of presentation and gain insight into research techniques. After completing the "Introduction to Business Journalistic products independently. 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 can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus Allocation of places	Module titl	e			Abbreviation	
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150 h Teaching cycle Teaching cycle: each semester Teaching cycle: each semester Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in 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, 1 minor) Business Management and Economics (Minor, 2024)	Additional	information				
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Teaching cycle Teaching cycle: each semester Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in 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, 1 minor) Business Management and Economics (Minor, 2024)	Workload					
Teaching cycle Teaching cycle: each semester Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in 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, 1 minor) Business Management and Economics (Minor, 2024)	150 h					
Teaching cycle: each semester Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in 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)		ycle				
Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in 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, 1 minor) Business Management and Economics (Minor, 2024)						
Module appears in 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)			lations for teaching-o	legree programmes)		
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)						
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)	Module apr	pears in				
	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)					
				•	ITRIA) (2025)	

Supplementary course Entrepreneurship into Action	JMU Würzburg • generated 14-Dez-2024 • exam. reg. data record Zusatz-	page 9 / 42
(ZENTRIA) (2025)	studium Zusatzstudium Entrepreneurship into Action (ZENTRIA) - 2025	

Modul	le title				Abbreviation	
Strategic and Innovation Management					12-IM-242-m01	
Module coordinator				Module offered by		
		of the Chair of Entrepreneurship and Strategy Faculty of Business Management and Ecc				Fconomics
ECTS		od of grading	Only after succ. co	· · ·	management and I	Leonomies
5	_	rical grade		1		
Durati	on	Module level	Other prerequisites	5		
1 seme	ester	undergraduate				
Contei	nts					
lop the will co ting fro rous ir	e innova Insist of Om Valu Industrie	on the application of th ation process starting wi two core elements: 1. "C e": how can companies s such as world-class re	th the idea and endir reating Value": how profit from innovatio	ng with the market en can companies creat ns? The course will u	try of an innovation e something new? a se practical example	. The course and 2. "Profi- es from nume
		ning outcomes the module students are				
• -	The Nev The role The imp How inr	rces of innovations v Product Development p is in the innovation proc ortance of intellectual p iovations diffuse in the r , number of weekly cont	ess roperty rights narket	– if other than Germa	<u>an)</u>	
V (2) +		, number of weekly cont				
		t in: German and/or Eng	lish			
Metho	od of as	sessment (type, scope, l ion on whether module o	anguage — if other th		ition offered — if no	t every seme-
b) tern c) oral Langua	n paper examir	mination (approx. 60 mi (as individual or group v ation in groups of up to ssessment: German and bonus	vork; approx. 10 page 3 candidates (approx		ndidate)	
Alloca	tion of	places				
Additi	onal inf	ormation				
Workle	oad					
150 h						
Teachi	ing cycl	e				
Teachi	ing cycl	e: summer semester				
Referr	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
Modul	le appea	ars in				
Bache Bache Bache	lor' deg lor' deg lor' deg	ree (1 major) Business Ir ree (1 major) Economath ree (1 major) Business N gree (1 major, 1 minor) B	ematics (2024) lanagement and Eco	nomics (2024)	nor, 2024)	
Suppleme ZENTRIA)		se Entrepreneurship into Action		ited 14-Dez-2024 • exam. reg. m Entrepreneurship into Actic		page 10 / 42
	(=)/		21241411245412514414			



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-mc)1
Module coordinator				Module offered by		
holder ting	ofthe	Chair of Business Admin	istration and Marke-	Faculty of Business	Management and	Economics
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	1	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme		undergraduate				
Conten	nts					
Conten With th	module nt: ne stake	e, students will acquire t eholder approach as a si	tarting point, the basi	c design of market-o	riented manageme	
ling. Th al purc	ne cour hasing	xemplified in the 5 class se will focus not only on behaviour. A case study oint analysis will provide	the behavioural appr introducing students	oaches of consumer to the fundamental	behaviour but also principles of marke	on industri-
2. Expl 3. Func 4. Strat	keting, anation lament tegic m	abus: entrepreneurship and bu ns of consumer behaviou als of market research arketing; marketing tool social responsibility vers	ur s	lue		
Wiesba Hombu Untern Hombu Untern Kroebe Meffert zepte - Meffert 4th ed. Meyer, Wiesba Porter, New Yo	, T. / Sv aden 20 arg, Ch. ehmen urg, Ch. ehmen er-Riel, ' t, H. / E - Instru t, H. / E ., Stutta M.: Ök aden 19 M. E.: ' ork 201 , H. / Fa	: Grundlagen des Marke sführung, 4th revised ar : Grundlagen des Marke sführung, 3rd ed., Wiest W. /Weinberg, P.: Konsu Burman, Ch / Kirchgeorg, mente Praxisbeispiele Burman, Ch / Becker, Ch. gart 2010.	tingmanagements: Ein ad exp. ed., Wiesbade tingmanagements: Ein baden, 2012a. mentenverhalten, 9th M.: Marketing Grun e, 11th revised and exp : Internationales Marl n der Industrie: Netzw pitzenleistungen erre Competitive Advantage	nführung in Strategie n 2012. nführung in Strategie ed., Munich 2009. ndlagen marktorientie o. ed., Wiesbaden 20 keting-Management erkarrangements zwi ichen und behaupter e, New York 1985.)	e, Instrumente, Ums e, Instrumente, Ums erter Unternehmens 12. Ein markenorient ischen Markt und U n, 8th ed., Campus	setzung und setzung und sführung: Kor ierter Ansatz, nternehmung Frankfurt /
Intend	ed lear	ning outcomes				
matica	lly. In a	have a basic understanc Iddition, they can use th nagement.				
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)	
V (2) + Module		t in: German and/or Eng	lish			
		se Entrepreneurship into Action		ted 14-Dez-2024 • exam. reg.		

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a 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) 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)

Module title		Abbreviation	
Business Communication in Print, Online and Social Me	12-M-ECC-242-m01		
Module coordinator	Module offered by		
holder of the Professorship of Economic JournalismFaculty of Business ManagementECTSMethod of gradingOnly after succ. compl. of module(s)			
	ompl. of module(s)		
Duration Module level Other prerequisit	es		
i semester graduate			
Contents This module focuses on the relationship of offer character the business models on the part of the providers. Startin management, the new forms of communication manager ecture is on the use of social media in campaigns (Facel cises on various Web 2.0 applications (e.g. online social online market research data. Crisis communication of con- kers on the web as well as protest culture on the web. Intended learning outcomes By participating in the module courses, students acquire dents are able to collect and organize information accord students are taught journalistic expertise so that they are ports, and background reports with their media character genres and create them themselves. Students will be able scribe the editorial and technical approach including fee on, students will be able to design counter-strategies for Courses (type, number of weekly contact hours, language V(2) + U(2) Module taught in: German and/or English Method of assessment (type, scope, language — if other	g from the basics of ec nent in social network ook, Twitter, Instagran networks) and on the npanies will also be c job-specific skills in re ing to criteria of topica e able to recognize the istics and communica e to prototype and des dback, response, and corporate communica e — if other than Germ	ditorial work and professional text s are presented. The focus of the m, Tiktok). There will also be exer- collection and interpretation of overed – in particular opinion-ma esearch and interviewing. Stu- ality and relevance. In addition, forms of presentation of news, re- tive functions in different media sign a social media campaign, de- customer engagement. In additi- tion crises. an)	
ster, information on whether module can be chosen to ea written examination (approx. 60 minutes) .anguage of assessment: German and/or English creditable for bonus	ırn a bonus)		
Allocation of places			
-			
Additional information			
Vorkload			
Feaching cycle			
Feaching cycle: winter semester			
Referred to in LPO I (examination regulations for teachin	g-degree programmes)	
Module appears in			
Naster'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 Entreprene Master's degree (1 major) International Economic Policy (NIKIA) (2025)	
	erated 14-Dez-2024 • exam. reg	. data record Zusatz- page 14 / 42	
	lium Entrepreneurship into Acti		



Master's degree (1 major) Management (2025)

Module	e title		Abbreviation		
Entrep	reneurs	ship in Software-Eco	systems: Start & Scale U	p, Venture Capital,	12-M-ESE-251-m01
Private	Equity	, EXIT			
Module	e coord	inator		Module offered by	
holder of the Chair of Business Management and Business Information Systems			anagement and Business	Faculty of Business	Management and Economics
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 semester graduate					
Conten	its	a <u>.</u>			
This m	ndule i	s aimed at students	of Wirtschaftsinformatik (Business Informatio	n Systems) and Wirtschaftswis-

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.

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.

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.

This module includes the following course contents, as summarized below:

- 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

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Intended learning outcomes

The "Entrepreneurship in Software-Ecosystems: Start & Scale Up, Venture Capital, Private Equity, EXIT" module aims to achieve the following learning outcomes:

- 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 can be chosen to earn a 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

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(ZENTRIA) (2025)	studium Zusatzstudium Entrepreneurship into Action (ZENTRIA) - 2025	



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

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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	
Sales and Communications Management					12-M-IMM-242-mo	1
Module	coord	inator		Module offered by		
		Chair of Business Admini	stration and Marko	Faculty of Business	Management and E	conomics
ting						
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	L	rical grade				
Duratio		Module level	Other prerequisites			
1 seme Conten		graduate				
niques ment, i as com	that ar ncludin munica	ovides students with a co e essential for success in g the design of sales stru ation management, which hensive overview of the p	today's dynamic bu uctures, strategic ma n includes traditional	siness environment. nagement and huma and digital means o	By looking at sales In resource manage	manage- ment, as well
 S D S M C T D 	ales m esignir trategi Aanage ommu radition radition	structure: anagement: ng the sales structure c sales management ment of sales staff nication management: nal communication tools ommunication tools (e.g. atic channel integration		ting; search engine n	narketing, display a	dvertising)
	·	ning outcomes				
operati	onal sa	etical understanding and les management and the and maximize market im	e utilization of diverse			
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) + Module		t in: English				
		e ssment (type, scope, la on on whether module ca			tion offered — if not	t every seme-
b) term	paper ge of a	nination (approx. 60 to 1 (15 to 20 pages) ssessment: English bonus	20 minutes) or			
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi		2				
		e: after announcement	lations for the lite			
Keferre	a to in	LPOI (examination regu	lations for teaching-o	uegree programmes)		
Supplane	tonicours	o Entropropourchin into Astiss	IMIL Minghing a second		data record 7ucat-	p27040 / / -
ZENTRIA) (e Entrepreneurship into Action		ed 14-Dez-2024 • exam. reg. n Entrepreneurship into Actio		page 18 / 42

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) Economathematics (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
Digital Entrepreneurship and Digital Transformation					12-M-UGF3-242-m01
Module coordinator				Module offered by	
holder	of the C	Chair of Entrepreneurship	and Strategy	Faculty of Business	Management and Economics
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5		rical grade			
Duratio		Module level	Other prerequisites		
1 semes		graduate			
Conten	ts				
 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 					
		and Q&A ning outcomes			
Educati cepts a apprais luate th Learnin gital en te and e about t	fonal ai nd meo se alter ne bour g outco treprer evaluat he orga	ms: Clarify the role of dig chanisms behind digital e native approaches to dig daries and risks of digita omes: On successful com neurship and digital trans e concepts related to dig	entrepreneurship and ital entrepreneurship al entrepreneurship a pletion of this modul sformation for creating ital entrepreneurship al implications of dig	digital transformati and digital transform nd digital transform e students will be al g and sustaining cor and digital transfor	mation. Explain theoretical con- on. Enable students to critically mation. Enable students to eva- ation ble to (1) Assess the role of di- npetitive advantage, (2) Crea- mation, (3) Make judgements p and digital transformation, (4)
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)
V (2) + I Module	• • •	t in: English			
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-
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					
Allocati	ion of p	olaces			
Additio	nal info	ormation			

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					Abbreviation
Lecture Series: Digital Innovations & Entrepreneurship					33-SFT-DI-251-m01
Modul	e coord	inator		Module offered by	•
unkno	wn				
ECTS		od of grading	Only after succ. con	pl. of module(s)	
5	(not)	successfully completed			
Durati	on	Module level	Other prerequisites		
1 seme	ester	unknown			
Conter	nts				
No info	ormatio	n on contents available.			
Intend	ed lear	ning outcomes			
No info	ormatio	n on intended learning o	utcomes available.		
		, number of weekly conta		· if other than Germa	in)
V (2)		<u>,</u>	, , , , , , , , , , , , , , , , , , , ,		,
		sessment (type, scope, la ion on whether module c			tion offered — if not every seme-
		nation (approx. 60 minut ffered: Once a year, wint	-		
Alloca	tion of _l	places			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
	ng cycl	e: winter semester			
Teachi	<u> </u>				
		LPOI (examination regu	llations for teaching-o	legree programmes)	
		LPO I (examination regu	llations for teaching-o	legree programmes)	
Referro			llations for teaching-o	legree programmes)	

Module title					Abbreviation	
Entrepreneurship and Business Model Design					98-ZENTRIA-EBMD-251-m01	
Module coordinator				Module offered by	<u> </u>	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	i		
1 seme	ster					
Conten	ts					
Intende	ed lear	ning outcomes				
Course	s (type	, number of weekly o	ontact hours, language –	- if other than Germa	ın)	
S (4)						
		t in: German and/or	-			
			be, language — if other th ule can be chosen to earn		tion offered — if not every seme	
		ct report as individua didate))	al or group work (approx.	10 pages each perso	n); presentation (approx. 10 mi-	
		ssessment: German	and/or English			
Allocat	-					
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachir	ng cvcl	e				
		-				
Referre	d to in	LPO I (examination	regulations for teaching-	degree programmes)		
Module	annes	ars in				

Module title					Abbreviation
Sustainable Digital Innovator Maker Space			Space		98-ZENTRIA-NGM-251-m01
Module	coord	inator		Module offered by	
				,	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster				
Conten	ts				
			_		
Intende	ed learı	ning outcomes			
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)
S (2) +	• •				
		t in: German and/or Eng			
		s essment (type, scope, l on on whether module o			tion offered — if not every seme-
		ion of one candidate ead ssessment: German and		o 3 candidates (appr	ox. 20 minutes per candidate)
Allocat	ion of p	olaces			
			_		
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachir	ng cycl	e			
	-				
Referre	d to in	LPOI (examination reg	ulations for teaching-	degree programmes)	
Module	appea	in in			
Supple	mentar	y course Supplementar	/ course Entrepreneur	ship into Action (ZEN	ITRIA) (2025)

Module title					Abbreviation
Prototyping Week					98-ZENTRIA-PTW-251-m01
Module	e coord	inator		Module offered by	
ECTS		od of grading	Only after succ. con	pl. of module(s)	
5	l	successfully completed			
Duratio		Module level	Other prerequisites		
1 seme					
Conten	ts				
Intende	ed learı	ning outcomes			
Course	s (type	, number of weekly conta	ct hours, language –	· if other than Germa	n)
R (4)					
		t in: German and/or Engl			
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-
project nutes p			group work (approx.	to pages each perso	n); presentation (approx. 10 mi-
		ssessment: German and,	or English/		
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)	
Module	e appea	ars in			
Supple	mentar	y course Supplementary	course Entrepreneur	ship into Action (ZEN	ITRIA) (2025)

Module title				Abbreviation				
Practical Project Entrepreneurship@THAB					98-ZENTRIA-PUN-251-m01			
Module	Module coordinator Module offered by							
ECTS	·	od of grading	Only after succ. com	pl. of module(s)				
5	(not) s	successfully completed						
Duratio	on	Module level	Other prerequisites					
1 seme	ster							
Conten	ts							
Intende	ed lear	ning outcomes						
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)			
		t in: German and/or Engl Ilternatively P instead of						
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-			
				-				
		ject report (10 to 15 page report (10 to 15 pages)	s) with presentation	(approx. 15 minutes)) or			
		ssessment: German and,	/or English					
Allocat	-							
Additio	onal inf	ormation						
Worklo	ad							
150 h	150 h							
Teaching cycle								
Referre	ed to in	LPOI (examination regu	lations for teaching-c	legree programmes)				
Module	e appea	ars in						
Supple	mentai	y course Supplementary	course Entrepreneurs	ship into Action (ZEN	ITRIA) (2025)			

Module title					Abbreviation
Legal Aspects of Applied Entrepreneurship: Managing and				Developing	98-ZENTRIA-RAU-251-m01
Modul	e coord	linator		Module offered by	<u> </u>
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Durati		Module level	Other prerequisites		
1 seme	ester				
Conte	nts				
Intend	ed lear	ning outcomes			
Course	es (type	, number of weekly cor	ntact hours, language —	if other than Germa	n)
S (2) + Modul		it in: German and/or En	glish		
			language — if other tha can be chosen to earn		tion offered — if not every seme-
nutes	per can	ct report as individual c didate)) assessment: German ar		o pages each perso	n); presentation (approx. 10 mi-
	tion of				
Additi	onal inf	ormation			
Workl	oad				
150 h					
Teach	ng cycl	e			
 Doform		IDO L (avamination to	gulations for teaching-d		
Referr				iegree programmes)	
Modul	e appea	ars in			

Module title			Abbreviation			
Study Trip Silicon Valley				98-ZENTRIA-SVT-251-m01		
Module coordinator Module			Module offered by			
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5	(not) s	successfully completed				
Duratio	on	Module level	Other prerequisites			
1 seme	ster					
Conten	ts					
Intende	ed lear	ning outcomes				
Course	s (type	, number of weekly conta	ct hours, language —	- if other than Germa	n)	
R/P (4)						
Module	e taugh	t in: German and/or Engl	ish			
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-	
nutes p	oer can	didate))		10 pages each perso	n); presentation (approx. 10 mi-	
		ssessment: German and,	or English			
Allocat	ion of p	Diaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Referre	d to in	LPOI (examination regu	lations for teaching-o	degree programmes)		
Module	e appea	ars in				
Supple	mentai	y course Supplementary	course Entrepreneur	ship into Action (ZEN	ITRIA) (2025)	

Module title					Abbreviation
Entrepreneurship					98-ZENTRIA-UG-251-m01
Module	e coord	inator		Module offered by	
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5	L	rical grade			
Duratio		Module level	Other prerequisites		
1 seme					
Conten	ts				
Intende	ed leari	ning outcomes			
Course	s (type	, number of weekly conta	ct hours, language —	· if other than Germa	n)
V (4)					
		t in: German and/or Engl			
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-
			group work (approx. :	io pages each perso	n); presentation (approx. 10 mi-
nutes p		ssessment: German and/	or English		
Allocat					
Additio	nal info	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Referre	d to in	LPO I (examination regu	lations for teaching-o	legree programmes)	
Module	e appea	ars in			
Supple	mentar	y course Supplementary	course Entrepreneurs	ship into Action (ZEN	ITRIA) (2025)

Modul	e title				Abbreviation
Applied Entrepreneurship: Managing and Developing					98-ZENTRIA-UP-251-m01
Modul	e coord	inator		Module offered by	<u> </u>
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade		-	
Durati	on	Module level	Other prerequisites		
1 seme	ester				
Conter	nts				
Intend	ed lear	ning outcomes			
Course	es (type	, number of weekly con	tact hours, language –	- if other than Germa	ın)
S (4)					
Modul	e taugh	t in: German and/or En	glish		
		sessment (type, scope, ion on whether module			tion offered — if not every seme-
nutes	per can	ct report as individual c didate)) ssessment: German an		10 pages each perso	n); presentation (approx. 10 mi-
	tion of	·			
Additio	onal inf	ormation			
Worklo	bad				
150 h					
	ing cycl	e			
	- /				
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)	
Modul	e appea	ars in			
		ry course Supplementa			

Module title Abbreviation						
Busine	ss Dev	elopment and Entreprene	urship		99-ZENTRIA-BDE-251-m01	
Module	Module coordinator Module offered by					
					d Sciences Würzburg- Schwein-	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster					
Conten	ts					
Intende	ed lear	ning outcomes				
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
S (4)						
	e taugh	t in: English				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
		ten elaboration as indivic ssessment: English	lual or group work, a	pprox. 15 pages each	ı person)	
Allocat						
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi		۵				
	-5 cycl					
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
Supple	Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)					

Module title Abbreviation					Abbreviation
Digital Business Models					99-ZENTRIA-DBM-251-m01
Module	coord	inator		Module offered by	
				University of Applie furt (FHWS)	d Sciences Würzburg- Schwein-
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ster				
Conten	ts				
Intende	ed learr	ning outcomes	,		
Course	s (type,	, number of weekly conta	ct hours, language —	· if other than Germa	n)
S (4)					
Module	taugh	t in: English			
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-
		en elaboration as indivic ssessment: English	lual or group work, ap	oprox. 15 pages each	n person)
Allocat	ion of p	olaces			
Additio	nal info	ormation			
Worklo	ad				
150 h					
Teaching cycle					
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module appears in					
Supple	mentar	y course Supplementary	course Entrepreneurs	ship into Action (ZEN	ITRIA) (2025)

9-ZENTRIA-EFE-251-m01 Module offered by Module offered by Module offered by Conserve to the grading of module (s) 5 Module level Only after succ. com U. of module (s) Data S Module level Other prerequisites to the final with the final wi	Module	Module title Abbreviation					
	Entrepreneruship for Engineers					99-ZENTRIA-EFE-251-m01	
furt (FHWS) ECTS Method of grading Only after succ. compl. of module(s) 5 num=rical grade Duration Module level Other prerequisites 1 semester Contents Contents Contents Contents Contents Contents	Module	e coord	inator		Module offered by		
5 numerical grade Duration Module level Other prerequisites 1 semester Contents Intende 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 can be chosen to earn a bonus) portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English Additional information					, , , ,	d Sciences Würzburg- Schwein-	
Duration Module level Other prerequisites 1 semester Contents Contents 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 can be chosen to earn a bonus) portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English Allocation of places Workload 150 h	ECTS			Only after succ. com	pl. of module(s)		
1 semester Contents 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 can be chosen to earn a bonus) portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English Allocation of places Additional information Workload 150 h	5	nume	rical grade				
Contents 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 seme- ster, information on whether module can be chosen to earn a bonus) portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English Allocation of places Additional information Workload 150 h	Duratio	n	Module level	Other prerequisites			
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 seme- ster, information on whether module can be chosen to earn a bonus) portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English Allocation of places Additional information Workload 150 h	1 semes	ster					
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 seme- ster, information on whether module can be chosen to earn a bonus) portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English Allocation of places Additional information Workload 150 h	Conten	ts					
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 seme- ster, information on whether module can be chosen to earn a bonus) portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English Allocation of places Additional information Workload 150 h							
S (4) Module taught in: English Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English Allocation of places Additional information Workload 150 h	Intende	ed learr	ning outcomes				
S (4) Module taught in: English Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English Allocation of places Additional information Workload 150 h							
Module taught in: English Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English Allocation of places Additional information Workload 150 h	Courses	s (type,	, number of weekly conta	ct hours, language —	if other than Germa	n)	
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English Allocation of places Additional information Workload 150 h							
ster, information on whether module can be chosen to earn a bonus) portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English Allocation of places Additional information Workload 150 h							
Language of assessment: English Allocation of places Additional information Workload 150 h						tion offered — if not every seme-	
Additional information Workload 150 h				lual or group work, aj	oprox. 15 pages eacl	n person)	
Additional information Workload 150 h	Allocati	ion of p	olaces				
 Workload 150 h							
150 h	Additio	nal info	ormation				
150 h							
	Worklo	ad					
Teaching cycle	150 h	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)	Supple	mentar	y course Supplementary	course Entrepreneurs	ship into Action (ZEN	ITRIA) (2025)	

Module title Abbreviation					Abbreviation		
Entrepreneurship (Entrepreneurial Mind-set, Design Thinking & Entrepreneuri- 99-ZENTRIA-EN-251							
	al Finance)						
Module	e coord	inator		Module offered by			
				University of Applie furt (FHWS)	d Sciences Würzburg- Schwein-		
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster						
Conten	ts						
Intende	ed lear	ning outcomes					
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)		
S (4) Modula	taugh	t in: English					
			·····		1		
		on on whether module ca			tion offered — if not every seme-		
		ten elaboration as individ ssessment: English	lual or group work, ap	oprox. 15 pages each	n person)		
Allocat							
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teaching cycle							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module	Module appears in						
Supple	Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)						

Module title Abbreviation					Abbreviation	
Founding@THWS					99-ZENTRIA-GT-251-m01	
Module	e coord	inator		Module offered by		
				University of Applie furt (FHWS)	d Sciences Würzburg- Schwein-	
ECTS		od of grading	Only after succ. com	pl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster					
Conten	ts					
Intende	ed learı	ning outcomes				
Course	s (type	, number of weekly conta	ct hours, language —	· if other than Germa	n)	
S (4)						
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-	
portfoli	o (proj	ect report as individual o	r group work, approx	. 15 pages each pers	on)	
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h	150 h					
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
Supple	Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)					

Module title Abbreviation						
Busine	ss Deve	elopment and Foundation	1		99-ZENTRIA-GUG-251-m01	
Module	e coord	inator		Module offered by		
				University of Applie furt (FHWS)	d Sciences Würzburg- Schwein-	
ECTS		od of grading	Only after succ. com	pl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster					
Conten	ts					
Intende	ed learı	ning outcomes				
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)	
S (4)	-					
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
portfoli	io (writt	en elaboration as individ	lual or group work, ar	oprox. 15 pages each	n person)	
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h	150 h					
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
Supple	mentar	y course Supplementary	course Entrepreneurs	ship into Action (ZEN	ITRIA) (2025)	

Module title Abbreviation					Abbreviation		
Communication and Media					99-ZENTRIA-KUM-251-m01		
Module	e coord	inator		Module offered by			
				University of Applie furt (FHWS)	d Sciences Würzburg- Schwein-		
ECTS		od of grading	Only after succ. com	pl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster						
Conten	ts						
Intende	ed learr	ning outcomes					
Course	s (type,	, number of weekly conta	ct hours, language –	if other than Germa	n)		
S (4)							
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-		
	examin			inutes, groups of 2:	approx. 20 minutes, groups of 3:		
Allocat							
Additio	nal info	ormation					
Worklo	ad						
150 h							
Teaching cycle							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module	Module appears in						
Supple	mentar	y course Supplementary	course Entrepreneurs	ship into Action (ZEN	ITRIA) (2025)		

_					Abbreviation
Personality and Society; Definition and Managing of Projects99-ZENTRIA-PG-251-m01					
Module	e coord	linator		Module offered by	<u> </u>
				University of Applie furt (FHWS)	d Sciences Würzburg- Schwein-
ECTS	Meth	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster				
Conten	ts				
Intend	ed lear	ning outcomes			
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	ın)
S (2) +	S (2)				
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
		ct report as individual or ; didate))	group work (approx. :	10 pages each perso	n); presentation (approx. 10 mi-
Allocat					
		<u>.</u>			
Additic	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cvcl	e			
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module	anne	ars in			
	- apper				

Module	Module title Abbreviation					
Practic	al Proje	ect Entrepreneurship@Th	łWS		99-ZENTRIA-PUN-251-m01	
Module	e coordi	inator		Module offered by		
				University of Applie furt (FHWS)	d Sciences Würzburg- Schwein-	
ECTS		od of grading	Only after succ. com	pl. of module(s)		
5	(not) s	uccessfully completed				
Duratio	n	Module level	Other prerequisites			
1 seme	ster					
Conten	ts					
Intende	ed learr	ing outcomes				
Course	s (type,	number of weekly conta	ct hours, language —	· if other than Germa	n)	
		t in: German and/or Engl Iternatively P instead of				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
b) place	ement i	ject report (10 to 15 page eport (10 to 15 pages) ssessment: German and,		(approx. 15 minutes)) or	
Allocat	ion of p	laces				
Additio	nal info	ormation				
Worklo	ad					
150 h						
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module	Module appears in					
		y course Supplementary	course Entrepreneurs	ship into Action (ZEN	ITRIA) (2025)	

Module	Module title Abbreviation						
Statup Competition					99-ZENTRIA-SC-251-m01		
Module	e coord	inator		Module offered by			
				University of Applie furt (FHWS)	d Sciences Würzburg- Schwein-		
ECTS		od of grading	Only after succ. com	pl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster						
Conten	ts						
Intende	ed learı	ning outcomes					
Course	s (type	, number of weekly conta	ct hours, language —	· if other than Germa	n)		
S (4)							
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-		
project nutes p			group work (approx. :	lo pages each perso	n); presentation (approx. 10 mi-		
Allocat	ion of p	olaces					
Additio	nal inf	ormation					
Worklo	ad						
150 h	150 h						
Teaching cycle							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module appears in							
Supple	mentar	y course Supplementary	course Entrepreneurs	ship into Action (ZEN	ITRIA) (2025)		

	Module title Abbreviation					
Sustai	nability	<pre>/ Competence and Ethic</pre>	al Reflections		99-ZENTRIA-SCER-251-m01	
Modul	Module coordinator Module offered by					
				University of Applic	ed Sciences Würzburg- Schwein-	
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	;		
1 seme	ester					
Conten	nts					
Intend	ed lear	ning outcomes				
Course	s (type	, number of weekly cont	tact hours, language –	- if other than Germa	an)	
S (4) Module	o taugh	it in: English				
				an Corman oxamin	ation offered — if not every seme	
		ion on whether module				
b) port	folio (w	mination (approx. 90 m vritten elaboration, appr assessment: English		son)		
Allocat		· · · · · · · · · · · · · · · · · · ·				
		<u>.</u>				
Additic	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cvcl	e				
	0.75					
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes		
				<u> </u>		
 Module	e anne:	ars in				

Module title					Abbreviation	
Value-	oriente	d Corporate Canagement	; Sustainable Innova	tion	99-ZENTRIA-WUF-251-m01	
Module	Module coordinator Module offered by					
				· · · ·	d Sciences Würzburg- Schwein-	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster					
Conten	ts					
Intend	ed lear	ning outcomes				
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
S (2) +						
Module	e taugh	t in: German and/or Engl	ish			
		s essment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
b) oral approx	examir . 30 mi		ch: approx. 10 to 15 m	ninutes, groups of 2:	approx. 20 minutes, groups of 3:	
Allocat			U			
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module	Module appears in					
	Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)					