



Subdivided Module Catalogue for the Subject

Keine PO-STG-Zuordnung vorhanden
Responsible: JMU Würzburg

Course of Studies - Contents and Objectives

The supplementary study program Entrepreneurship into Action (ZENTRIA) at the JMU is offered under the responsibility of the Vice President with the Department of Innovation and Knowledge Transfer in cooperation with the Technical University of Würzburg-Schweinfurt and the Technical University of Aschaffenburg and is aimed at students of all Bachelor's and Master's programs at the JMU.

The aim of the supplementary study program is to qualify students for entrepreneurial thinking and action within the framework of the European Framework of Reference for Entrepreneurial Competences (“EntreComp”) and to enable them to solve problems in different application contexts.

Within the scope of available capacities, the courses and examinations of the supplementary studies will also be offered in English, in accordance with the study program description (SFB).

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)):

??-??-2026 (2026-??)

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	page
Compulsory Courses (10 ECTS credits)				
00-ZENTRIA-TE-262-m01	Team Development	5	B/NB	8
00-ZENTRIA-CL-262-m01	Collaboration Lab	5	B/NB	7
Compulsory Electives (20 ECTS credits)				
Startup Essentials (10 ECTS credits)				
00-ZENTRIA-Aus-Ent-262-m01	Entrepreneurship and Intrapreneurship - selected Topics@JMU	5	B/NB	6
98-ZENTRIA-Aus-Ent-262-m01	Entrepreneurship and Intrapreneurship - selected Topics@T-HAB	5	B/NB	19
99-ZENTRIA-Aus-Ent-262-m01	Entrepreneurship and Intrapreneurship - selected Topics@THWS	5	B/NB	33
Knowledge Base (10 ECTS credits)				
12-M-ENGW-262-m01	Entrepreneurial Growth	5	NUM	15
12-M-EFA-262-m01	Entrepreneurial Finance & Accounting	5	NUM	14
12-M-RG-262-m01	Lecture series: startup ecosystem	5	NUM	18
12-M-EF-262-m01	Entrepreneurship Fundamentals	5	NUM	13
12-M-IMM-262-m01	Sales and Communications Management	5	NUM	17
12-Mark-G-262-m01	Marketing	5	NUM	11
10-I=PM-252-m01	Professional Project Management	5	NUM	9
10-I=PRJAK-252-m01	Project - Current Topics in Computer Science	5	NUM	10
98-ZENTRIA-UPR-262-m01	Applied Entrepreneurship: Managing, Developing and Legal Aspects	5	NUM	32
98-ZENTRIA-SVT-251-m01	Study Trip Silicon Valley	5	B/NB	30
98-ZENTRIA-NGM-251-m01	Sustainable Digital Innovator Maker Space	5	NUM	26
98-ZENTRIA-UG-251-m01	Entrepreneurship	5	NUM	31
98-ZENTRIA-PUN-251-m01	Practical Project Entrepreneurship@THAB	5	B/NB	29
99-ZENTRIA-GT-251-m01	Founding@THWS	5	NUM	35
99-ZENTRIA-SC-251-m01	Startup Competition	5	NUM	36
99-ZENTRIA-EFE-251-m01	Entrepreneurship for Engineers	5	NUM	34
98-ZENTRIA-ECOMG-262-m01	E-Commerce Basics	5	NUM	25
98-ZENTRIA-DigMark-BA-262-m01	Digital Marketing (BA)	5	NUM	23
98-ZENTRIA-DigGM-262-m01	Digital Business Models	5	NUM	22
98-ZENTRIA-CEM-262-m01	Customer Experience Management	6	NUM	20

98-ZENTRIA-DA-262-m01	Data Analytics	3	NUM	21
98-ZENTRIA-Psy-DigT2-262-m01	Psychology of Digital Transformation 2: Acceptance of Technology and Human Factors	3	NUM	28
98-ZENTRIA-PPM-F&B-262-m01	Practical Project: Market Research & Consulting	6	NUM	27
98-ZENTRIA-DigMark-MA-262-m01	Digital Marketing (MA)	6	NUM	24

Module title		Abbreviation
Entrepreneurship and Intrapreneurship - selected Topics@JMU		00-ZENTRIA-AusEnt-262-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		
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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: 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) portfolio (10 to 15 hours in total) or b) talk (approx. 20 minutes) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
The seminar ist usually taught as block event.		
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 title		Abbreviation
Collaboration Lab		00-ZENTRIA-CL-262-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	00-ZENTRIA-TE
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) 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) portfolio (10 to 15 hours in total) or b) talk (approx. 20 minutes) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
The seminar is usually taught as block event. Cooperation with changing partners from the field		
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 title		Abbreviation
Team Development		00-ZENTRIA-TE-262-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		
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Intended learning outcomes		
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Courses (type, number of weekly contact hours, language — if other than German)		
S (3) 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)		
project (project report as individual or group work (approx. 5 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 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 can be chosen to earn a 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		
Teaching cycle: every year, summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		

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 can be chosen to earn a 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		
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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		
Teaching cycle: every semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Marketing		12-Mark-G-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<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		

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 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus
Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title		Abbreviation
Entrepreneurship Fundamentals		12-M-EF-262-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Entrepreneurial behavior can manifest in many forms, including launching a startup (entrepreneurship), instilling entrepreneurship and innovation in existing companies (intrapreneurship), or taking over an existing company (business succession). This module covers tools and concepts critical for entrepreneurial behavior in all three scenarios, such as design thinking, lean startup, and business modelling.</p>		
Intended learning outcomes		
<p>On successful completion of this module students will be able to: (1) Assess alternative options for creating and sustaining competitive advantage through entrepreneurial behavior, (2) evaluate concepts related to entrepreneurship, (3) make judgements about the organizational and managerial implications of entrepreneurial decisions, and (4) systematically choose between different routes of action.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: English</p>		
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)		
<p>a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Entrepreneurial Finance & Accounting		12-M-EFA-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
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Intended learning outcomes		
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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 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Entrepreneurial Growth		12-M-ENGW-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module is aimed at students who are interested in entrepreneurial activity, growth, and the development of early-stage companies. It focuses on the intersection of entrepreneurship, digital ecosystems, and growth-oriented businesses. At the beginning, participants are provided with a theoretical foundation in value management, business models, and basic organizational structures. This is followed by an overview of key areas of business practice, including operations, sales, financing, traction, performance metrics, and legal fundamentals.</p> <p>The main part of the module demonstrates how digital and technology-driven companies create value and strategically position themselves in the market. Students become familiar with core elements of modern business ecosystems that are essential for the growth and scaling of young firms. The module combines theoretical orientation with practical tools for developing growth strategies and also addresses various financing and exit options.</p> <p>The following topics are covered: an introduction to entrepreneurship and digital startup ecosystems, value management and business models, key performance indicators and project management, digital value creation, fundamentals of scale-ups, as well as financing and exit strategies.</p>		
Intended learning outcomes		
<ol style="list-style-type: none"> 1. Entrepreneurship and Ecosystems: Upon completion of the module, participants are able to define entrepreneurship, analyze relevant ecosystems, and classify strategic approaches to value creation. 2. Digital Business Models: Students understand digital and technology-driven business models, manage operational processes, ensure traction, and apply effective KPI management. 3. Structures and Growth: Students develop an understanding of scalable organizational structures, formulate growth strategies, and apply key tools for scaling. 4. Exit Strategies: Participants become familiar with different forms of business exit and assess their opportunities and risks. 		
Courses (type, number of weekly contact hours, language – if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		

Teaching cycle
Teaching cycle: if announced
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title		Abbreviation
Sales and Communications Management		12-M-IMM-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<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 can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Lecture series: startup ecosystem		12-M-RG-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Founders, investors, and executives from young as well as established companies visit the Faculty of Economics and Business Administration to share insights from their day-to-day experiences in building and developing organizations. They describe opportunities and challenges in dynamic markets and provide insights into successes and setbacks throughout the startup and growth process. The course enables students to gain a deeper understanding of the key challenges faced by young companies, compare perspectives across different industries, and discuss developments in regional and international entrepreneurial ecosystems. Students gain direct exposure to current developments in innovation and startup ecosystems and are able to connect these insights with theoretical concepts from business administration and economics.</p>		
Intended learning outcomes		
<p>Preparation of students for careers in innovation and entrepreneurial contexts</p> <ol style="list-style-type: none"> 1. Understanding key issues related to the formation and growth of early-stage companies 2. Gaining insights into strategic decisions and operational challenges within startup ecosystems 3. Comparing different perspectives from startups, scale-ups, and established companies 4. Developing an understanding of the competencies young talents need for roles in entrepreneurial environments 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Entrepreneurship and Intrapreneurship - selected Topics@THAB		98-ZENTRIA-AusEnt-262-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)		
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 can be chosen to earn a bonus)		
a) portfolio (10 to 15 hours in total) or b) talk (approx. 20 minutes) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
The seminar ist usually taught as block event.		
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 title		Abbreviation
Customer Experience Management		98-ZENTRIA-CEM-262-m01
Module coordinator		Module offered by
--		
ECTS	Method of grading	Only after succ. compl. of module(s)
6	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/Ü (4)		
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 (3 components, one of which may be oral; written components totaling a maximum of 15 pages)		
Allocation of places		
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Additional information		
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Workload		
180 h		
Teaching cycle		
Teaching cycle: every year, summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Data Analytics		98-ZENTRIA-DA-262-m01
Module coordinator		Module offered by
--		
ECTS	Method of grading	Only after succ. compl. of module(s)
3	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)		
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)		
Allocation of places		
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Additional information		
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Workload		
90 h		
Teaching cycle		
Teaching cycle: every year, summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Digital Business Models		98-ZENTRIA-DigGM-262-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/Ü (4)		
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) creditable for bonus		
Allocation of places		
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Additional information		
Blended Learning		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Digital Marketing (BA)		98-ZENTRIA-DigMark- BA-262-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/Ü (4)		
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) creditable for bonus		
Allocation of places		
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Additional information		
Blended Learning		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Digital Marketing (MA)		98-ZENTRIA-DigMark- MA-262-m01
Module coordinator		Module offered by
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ECTS	Method of grading	Only after succ. compl. of module(s)
6	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/Ü (4)		
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)		
project (10 to 15 pages) with presentation (approx. 15 minutes)		
Allocation of places		
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Additional information		
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Workload		
180 h		
Teaching cycle		
Teaching cycle: every year, winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
E-Commerce Basics		98-ZENTRIA-ECOMG-262-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/Ü (4)		
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) creditable for bonus		
Allocation of places		
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Additional information		
Blended Learning		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Sustainable Digital Innovator Maker Space		98-ZENTRIA-NGM-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 can be chosen to earn a 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		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Practical Project: Market Research & Consulting		98-ZENTRIA-PPMF&B-262-m01
Module coordinator		Module offered by
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ECTS	Method of grading	Only after succ. compl. of module(s)
6	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/Ü/R (4)		
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) project (approx. 60 hours total, with presentation) or b) term paper (20 to 40 pages)		
Allocation of places		
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Additional information		
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Workload		
180 h		
Teaching cycle		
Teaching cycle: every year, summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Psychology of Digital Transformation 2: Acceptance of Technology and Human Factors		98-ZENTRIA-PsyDigT2-262-m01
Module coordinator		Module offered by
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ECTS	Method of grading	Only after succ. compl. of module(s)
3	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/Ü (2)		
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)		
term paper (10 to 20 pages) with presentation (approx. 30 minutes)		
Allocation of places		
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Additional information		
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Workload		
90 h		
Teaching cycle		
Teaching cycle: every year, summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Practical Project Entrepreneurship@THAB		98-ZENTRIA-PUN-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		
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Intended learning outcomes		
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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 can be chosen to earn a 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		
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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 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		
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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 can be chosen to earn a 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 title		Abbreviation
Entrepreneurship		98-ZENTRIA-UG-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)		
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 can be chosen to earn a 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		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Applied Entrepreneurship: Managing, Developing and Legal Aspects		98-ZENTRIA-UPR-262-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		
--		
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 can be chosen to earn a 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 title		Abbreviation
Entrepreneurship and Intrapreneurship - selected Topics@THWS		99-ZENTRIA-AusEnt-262-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	(not) successfully completed	--
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: 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) portfolio (10 to 15 hours in total) or b) talk (approx. 20 minutes) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
The seminar ist usually taught as block event.		
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 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 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		
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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 title		Abbreviation
Founding@THWS		99-ZENTRIA-GT-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 can be chosen to earn a 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 title		Abbreviation
Startup 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 can be chosen to earn a bonus)		
project (project report as individual or group work (approx. 10 pages each person); presentation (approx. 10 minutes per candidate))		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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