Annex SFB

Studienfachbeschreibung (subject description, SFB) for the subject
Supplementary course Entrepreneurship into Action (ZENTRIA)
with the degree "Zusatzstudium" (35 ECTS credits)

Responsible:	Examination regulations version: 2025
Responsible: University of Applied Sciences Würzburg- Schweinfurt (FHWS)	Examination regulations version: 2025

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

Information on assessment procedures: 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 a 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.

Every module will be described using the following form:

Abbreviation	Module title						
	ECTS		Duration	(in semesters)	Method of grading		Module level	
	Courses		To be specified in the form X (y) with course type X abbreviated as specified above and number of weekly contact hours y				
	Method of assessment						
	Only after successful completion of	if applicable					
	Other prerequisites	if applicable					
	Participants and allocation of places	if applicable					
	Additional information	if applicable					
	Referred to in LPO I	if applicable (examination regulations for teaching-degree programmes)					

Compulsory Courses (5 ECTS credits)

00-ZEN-TRIA-TE-251-m01	**Team Development**							
	ECTS	5	Duration	1 semester	Method of grading	(not) successfully completed	Modul level	
	Courses		S (4) Module taught in: German and/or English					
	Method of assessment		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					

General Compulsory Courses (25 ECTS credits)

Trend analysis (5 ECTS credits)

33-SFT-DI-251-m01	**Lecture Series: Digital Innovations & Entrepreneurship**							
	ECTS	5	Duration	1 semester	Method of grading	(not) successfully completed	Modul level	unknown
	Courses		V (2)					
	Method of assessment		written examination (approx. 60 minutes) Assessment offered: Once a year, winter semester					
12-EWJ-242-m01	**Introduction to Business Journalism**							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		V (2) + Ü (2) Module taught in: German and/or English					
	Method of assessment		a) written examination (approx. 60 minutes) or b) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus					
12-IM-242-m01	**Strategic and Innovation Management**							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		V (2) + Ü (2) Module taught in: German and/or English					
	Method of assessment		a) written examination (approx. 60 minutes) or b) term paper (as individual or group work; approx. 10 pages each person) or c) oral examination in groups of up to 3 candidates (approx. 15 minutes each candidate) Language of assessment: German and/or English creditable for bonus					
12-Mark-G-242-m01	**Marketing**							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	undergraduate
	Courses		V (2) + T (2) Module taught in: German and/or English					
	Method of assessment		written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus					

98-ZEN-TRIA-UP-251-m01	**Applied Entrepreneurship: Managing and Developing**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses		S (4) Module taught in: German and/or English				
	Method of assessment		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				

99-ZEN-TRIA-SC-251-m01	**Statup Competition**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses		S (4)				
	Method of assessment		project (project report as individual or group work (approx. 10 pages each person); presentation (approx. 10 minutes per candidate))				

99-ZEN-TRIA-PG-251-m01	**Personality and Society; Definition and Managing of Projects**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses		S (2) + S (2)				
	Method of assessment		project (project report as individual or group work (approx. 10 pages each person); presentation (approx. 10 minutes per candidate))				

Business Development (10 ECTS credits)

98-ZEN-TRIA-EBMD-251-m01	**Entrepreneurship and Business Model Design**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses		S (4) Module taught in: German and/or English				
	Method of assessment		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				

10-I=PM-252-m01	**Professional Project Management**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses		V (4)				
	Method of assessment		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				
	other prerequisites		We recommend completing module 10-I=PRJAK in parallel.				
	Additional Information		Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): SE, IT, KI, ES, LR, HCI, GE, IN				

12-M-UGF3-242-m01	**Digital Entrepreneurship and Digital Transformation**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses		V (2) + Ü (2) Module taught in: English				
	Method of assessment		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				
12-M-ECC-242-m01	**Business Communication in Print, Online and Social Media**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses		V (2) + Ü (2) Module taught in: German and/or English				
	Method of assessment		written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus				
12-M-IMM-242-m01	**Sales and Communications Management**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses		V (2) + Ü (2) Module taught in: English				
	Method of assessment		a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus				
98-ZEN-TRIA-UG-251-m01	**Entrepreneurship**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses		V (4) Module taught in: German and/or English				
	Method of assessment		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				
98-ZEN-TRIA-NGM-251-m01	**Sustainable Digital Innovator Maker Space**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses		S (2) + Ü (2) Module taught in: German and/or English				
	Method of assessment		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				

98-ZEN-TRIA-PTW-251-m01	**Prototyping Week**							
	ECTS	5	Duration	1 semester	Method of grading	(not) successfully completed	Modul level	
	Courses		R (4) Module taught in: German and/or English					
	Method of assessment		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					
99-ZEN-TRIA-EFE-251-m01	**Entrepreneruship for Engineers**							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses		S (4) Module taught in: English					
	Method of assessment		portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English					
99-ZEN-TRIA-DBM-251-m01	**Digital Business Models**							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses		S (4) Module taught in: English					
	Method of assessment		portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English					
99-ZEN-TRIA-GUG-251-m01	**Business Development and Foundation**							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses		S (4)					
	Method of assessment		portfolio (written elaboration as individual or group work, approx. 15 pages each person)					
99-ZEN-TRIA-BDE-251-m01	**Business Development and Entrepreneurship**							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses		S (4) Module taught in: English					
	Method of assessment		portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English					
99-ZEN-TRIA-EN-251-m01	**Entrepreneurship (Entrepreneurial Mind-set, Design Thinking & Entrepreneurial Finance)**							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses		S (4) Module taught in: English					
	Method of assessment		portfolio (written elaboration as individual or group work, approx. 15 pages each person) Language of assessment: English					

99-ZEN-TRIA-GT-251-m01	**Founding@THWS**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses		S (4)				
	Method of assessment		portfolio (project report as individual or group work, approx. 15 pages each person)				

Entrepreneur Labor (10 ECTS credits)

98-ZEN-TRIA-RAU-251-m01	**Legal Aspects of Applied Entrepreneurship: Managing and Developing**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses		S (2) + Ü (2) Module taught in: German and/or English				
	Method of assessment		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				
10-I=PRJAK-252-m01	**Project - Current Topics in Computer Science**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses		P (4)				
	Method of assessment		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)				
	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				

12-M-ESE-251-m01	**Entrepreneurship in Software-Ecosystems: Start & Scale Up, Venture Capital, Private Equity, EXIT**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	V (2) + Ü (2) Module taught in: German and/or English					
	Method of assessment	a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or c) term paper (15 to 20 pages) Language of assessment: German and/or English creditable for bonus					
	Participants and 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.					
99-ZEN-TRIA-WUF-251-m01	**Value-oriented Corporate Canagement; Sustainable Innovation**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses	S (2) + S (2) Module taught in: German and/or English					
	Method of assessment	a) portfolio (approx. 15 pages each person) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Language of assessment: German and/or English					
99-ZEN-TRIA-SCER-251-m01	**Sustainability Competence and Ethical Reflections**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	
	Courses	S (4) Module taught in: English					
	Method of assessment	a) written examination (approx. 90 minutes) or b) portfolio (written elaboration, approx. 15 pages each person) Language of assessment: English					

99-ZEN-TRIA-KUM-251-m01	**Communication and Media**						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level
	Courses		S (4)				
	Method of assessment		a) portfolio (approx. 15 pages each person) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)				

Compulsory Courses Practice (5 ECTS credits)

98-ZEN-TRIA-SVT-251-m01	**Study Trip Silicon Valley**						
	ECTS	5	Duration	1 semester	Method of grading	(not) successfully completed	Modul level
	Courses		R/P (4) Module taught in: German and/or English				
	Method of assessment		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				
00-ZEN-TRIA-PUN-251-m01	**Practical Project Entrepreneurship@JMU**						
	ECTS	5	Duration	1 semester	Method of grading	(not) successfully completed	Modul level
	Courses		R (4) Module taught in: German and/or English Course type: alternatively P instead of R (4)				
	Method of assessment		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				
98-ZEN-TRIA-PUN-251-m01	**Practical Project Entrepreneurship@THAB**						
	ECTS	5	Duration	1 semester	Method of grading	(not) successfully completed	Modul level
	Courses		R (4) Module taught in: German and/or English Course type: alternatively P instead of R (4)				
	Method of assessment		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				
99-ZEN-TRIA-PUN-251-m01	**Practical Project Entrepreneurship@THWS**						
	ECTS	5	Duration	1 semester	Method of grading	(not) successfully completed	Modul level
	Courses		R (4) Module taught in: German and/or English Course type: alternatively P instead of R (4)				
	Method of assessment		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				