

Annex SFB

Studienfachbeschreibung (subject description, SFB) for the subject Entrepreneurship into Action (ZENTRIA) with the degree "Zusatzstudium" (30 ECTS credits)

Responsible:

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

Responsible:

Examination regulations version: 2026

Examination regulations version: 2026

Examination regulations version: 2026

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)):

??-??-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.

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 (10 ECTS credits)							
00-ZEN-TRIA-TE-262-m01	Team Development						
	ECTS	5	Duration	1 semester	Method of grading	(not) successfully completed	Modul level
	Courses	S (3) Module taught in: German and/or English					
	Method of assessment	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					
00-ZEN-TRIA-CL-262-m01	Collaboration Lab						
	ECTS	5	Duration	1 semester	Method of grading	(not) successfully completed	Modul level
	Courses	S (2) Module taught in: German and/or English					
	Method of assessment	a) portfolio (10 to 15 hours in total) or b) talk (approx. 20 minutes) Language of assessment: German and/or English					
	Modules successfully completed	00-ZENTRIA-TE					
Additional Information	The seminar is usually taught as block event. Cooperation with changing partners from the field						
Compulsory Electives (20 ECTS credits)							
Startup Essentials (10 ECTS credits)							
00-ZENTRIA-Aus-Ent-262-m01	Entrepreneurship and Intrapreneurship - selected Topics@JMU						
	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	a) portfolio (10 to 15 hours in total) or b) talk (approx. 20 minutes) Language of assessment: German and/or English					
Additional Information	The seminar ist usually taught as block event.						
98-ZENTRIA-Aus-Ent-262-m01	Entrepreneurship and Intrapreneurship - selected Topics@THAB						
	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	a) portfolio (10 to 15 hours in total) or b) talk (approx. 20 minutes) Language of assessment: German and/or English					
Additional Information	The seminar ist usually taught as block event.						

99-ZENTRIA-Aus-Ent-262-mo1	Entrepreneurship and Intrapreneurship - selected Topics@THWS							
	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	a) portfolio (10 to 15 hours in total) or b) talk (approx. 20 minutes) Language of assessment: German and/or English						
Additional Information	The seminar ist usually taught as block event.							
Knowledge Base (10 ECTS credits)								
12-M-ENGW-262-mo1	Entrepreneurial Growth							
	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 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus						
12-M-EFA-262-mo1	Entrepreneurial Finance & Accounting							
	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 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus						
12-M-RG-262-mo1	Lecture series: startup ecosystem							
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level	graduate
	Courses	V (2) Module taught in: German and/or English						
	Method of assessment	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						

12-M-EF-262-m01	Entrepreneurship Fundamentals							
	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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus						
12-M-IMM-262-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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus						
12-Mark-G-262-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	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						
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						
	Referred to in LPO I	§ 22 II Nr. 3 b)						

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							
98-ZEN-TRIA-UPR-262-m01	Applied Entrepreneurship: Managing, Developing and Legal Aspects							
	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						
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						
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-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-PUN-251-mo1	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-GT-251-mo1	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)					
99-ZEN- TRIA-SC-251-mo1	Startup 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-EFE-251-mo1	Entrepreneurship 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					
98-ZEN- TRIA-ECOMG-262- mo1	E-Commerce Basics						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level
	Courses	S/Ü (4)					
	Method of assessment	written examination (approx. 60 minutes) creditable for bonus					
	Additional Information	Blended Learning					
98-ZENTRIA-Dig- MarkBA-262-mo1	Digital Marketing (BA)						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level
	Courses	S/Ü (4)					
	Method of assessment	written examination (approx. 60 minutes) creditable for bonus					
	Additional Information	Blended Learning					

98-ZEN-TRIA-DigGM-262-m01	Digital Business Models						
	ECTS	5	Duration	1 semester	Method of grading	numerical grade	Modul level
	Courses	S/Ü (4)					
	Method of assessment	written examination (approx. 60 minutes) creditable for bonus					
Additional Information	Blended Learning						
98-ZEN-TRIA-CEM-262-m01	Customer Experience Management						
	ECTS	6	Duration	1 semester	Method of grading	numerical grade	Modul level
	Courses	S/Ü (4)					
Method of assessment	portfolio (3 components, one of which may be oral; written components totaling a maximum of 15 pages)						
98-ZEN-TRIA-DA-262-m01	Data Analytics						
	ECTS	3	Duration	1 semester	Method of grading	numerical grade	Modul level
	Courses	S (2)					
Method of assessment	written examination (approx. 60 minutes)						
98-ZENTRIA-Psy-DigT2-262-m01	Psychology of Digital Transformation 2: Acceptance of Technology and Human Factors						
	ECTS	3	Duration	1 semester	Method of grading	numerical grade	Modul level
	Courses	S/Ü (2)					
Method of assessment	term paper (10 to 20 pages) with presentation (approx. 30 minutes)						
98-ZENTRIA-PPM-F&B-262-m01	Practical Project: Market Research & Consulting						
	ECTS	6	Duration	1 semester	Method of grading	numerical grade	Modul level
	Courses	S/Ü/R (4)					
Method of assessment	a) project (approx. 60 hours total, with presentation) or b) term paper (20 to 40 pages)						
98-ZENTRIA-Dig-MarkMA-262-m01	Digital Marketing (MA)						
	ECTS	6	Duration	1 semester	Method of grading	numerical grade	Modul level
	Courses	S/Ü (4)					
Method of assessment	project (10 to 15 pages) with presentation (approx. 15 minutes)						