

<b>Department</b>	14 Tourism
<b>Course title</b>	<b>Entrepreneurship</b>
<b>Hours per week (SWS)</b>	4
<b>Number of ECTS credits</b>	5
<b>Course objective</b>	<p>After completing this module successfully, students will be able to understand and implement the complete process of start-ups and fast-growing companies from developing a business idea, creating prototypes, a business model, to the formalities and commitments required to start a business. Many practical examples serve to understand.</p> <p>In small groups an own business idea with prototypes is worked out, formulated as business model with marketing strategy, realization timetable, feasibility check and profitability prognosis and finally presented by the team as an investor pitch with suitable marketing material (e.g. presentation, landing page).</p> <p>In addition, the students have current and extensive learning material (compulsory reading and volunteer material) around the topic of innovation and entrepreneurship on a Moodle platform available with video presentations from internationally renowned universities.</p> <p>After completing this module successfully, the students will understand the holistic approach to entrepreneurship.</p> <p>In addition, the students are able to develop personal competencies (leadership, decision-making,</p>
<b>Prerequisites</b>	Genuine interest in a possible start-up and willingness to carry out their own project work in a team.
<b>Recommended reading</b>	<p>Maurya, Ash (2012), Running Lean – Iterate from Plan A to a Plan that works, 2nd Edition, Published by O'Reilly Media, Inc.</p> <p>Alex Osterwalder and Yves Pigneur (2010), Business Model Generation – A Handbook for Visionaries, Game Changers, and Challengers, Published by John Wiley &amp; Sons, Inc.</p> <p>Eric Ries (2011), The Lean Startup – How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Published by Crown Business, an imprint of the Crown Publishing Group, a division of Random House, Inc.</p>
<b>Teaching methods</b>	Lectures (about 50% theory / 50% practice), group work, project work in a team, seminar teaching
<b>Assessment methods</b>	written exam (90 minutes) and completion of a study project with final presentation and marketing material (e.g. investor presentation).
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Johannes Ditterich
<b>Email</b>	<a href="mailto:johannes.ditterich@hm.edu">johannes.ditterich@hm.edu</a>
<b>Link</b>	<a href="https://moodle.hm.edu/course/view.php?id=13728">https://moodle.hm.edu/course/view.php?id=13728</a>
<b>Course content</b>	<ul style="list-style-type: none"> <li>•Holistic approach to entrepreneurship</li> <li>•Phases of the innovation process, development of prototypes and business models as well as implementation of investor pitch</li> <li>•Implementation of own project in team</li> <li>•Market: customers / target groups, customer benefits; competition</li> <li>•Marketing; business models; business strategies</li> <li>•Business plan versus business model prototyping</li> <li>•Marketing material (e.g. investor presentation)</li> <li>•Determination of financial needs / financing possibilities</li> </ul>
<b>Remarks</b>	