

<b>Elective R 5.4: Entrepreneurship</b>					
<b>Module Code</b>	<b>Workload</b>	<b>Credits</b>	<b>Study Semester</b>	<b>Frequency of Module Offer</b>	<b>Duration of Module</b>
R/B 5.4	150 h	5 ECTS	5th Sem.	Every Semester	1 Semester
<b>1</b>	<b>Teaching Methods</b> Lectures with practices: 4 weekly contact hours per semester R 544 Entrepreneurship		<b>Contact Hours</b> 4 weekly contact hours per semester / 45 h	<b>Independent Study</b> 105 h	<b>Planned Group Size</b> 15 to 30 students
<b>2</b>	<p><b>Learning outcomes / Competences</b></p> <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.</p> <p>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, teamwork, conflict management, time management, work techniques, presentation techniques, creativity).</p>				
<b>3</b>	<p><b>Contents</b></p> <ul style="list-style-type: none"> <li>• Development of marketing plan, realization roadmap, feasibility check, profitability forecasting and corporate strategies</li> <li>• Holistic approach to entrepreneurship</li> <li>• Leadership: vision, management, communication</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>• Get to know team and project work</li> <li>• Innovation process: from the idea to the market</li> </ul>				

## Course Descriptions Semester 5 TOURISMUS MANAGEMENT 3.0

	<ul style="list-style-type: none"> <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 plan, implementation roadmap</li> <li>• Feasibility study, profitability forecasting/ prognosis</li> <li>• Marketing material (e.g. investor presentation)</li> <li>• Founding modalities (in the first lecture)</li> <li>• Determination of financial needs / financing possibilities</li> </ul>
4	<b>Teaching Methods:</b> Lectures (about 50% theory / 50% practice), group work, project work in a team, seminar teaching
5	<b>Participation Prerequisites:</b> See conditions for progression to advanced semesters (cf. study and examination regulations); Genuine interest in a possible start-up and willingness to carry out their own project work in a team.
6	<b>Examination:</b> written exam (90 min)
7	<b>Prerequisites for the Allocation of Credit Points:</b> passed module exam
8	<b>Use of the Module</b> (in other study programs): none
9	<b>Factor for calculation of the degree grade:</b> weighting with factor 1
10	<b>Module Supervisor and Full-Time Teachers:</b> <ul style="list-style-type: none"> <li>a) Prof. Dr. Irmi Eisenbarth</li> <li>b) Lecturer Konstantin von Keyserlingk</li> </ul>
11	<b>Other information</b> Module in English language  <b>Based literature:</b> Ash Maurya, Running Lean – Iterate from Plan A to a Plan that works, in the current edition, published by O’Reilly Media, Inc. Blank Steve, The Four Steps to the Epiphany – Successful Strategies for Products that Win, in the current edition, published by John Wiley & Sons, Inc. Osterwalder Alex and Pigneur Yves, Business Model Generation – A Handbook for Visionaries, Game Changers, and Challengers, in the current edition, published by John Wiley & Sons, Inc. Osterwalder Alex et al., The Invincible Company – How to Constantly Reinvent Your Organization with Inspiration From the World's Best Business Models, in the current edition, published by John Wiley & Sons, Inc. Ries Erik, The Lean Startup – How Today’s Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, in the current edition, published by Crown Business, an imprint of the Crown Publishing Group, a division of Random House, Inc.