Courses in English
Course Description

Department	06 Applied Sciences and Mechatronics
Course title	**MBR920 Unternehmerisches Denken und Handeln** **Interdisciplinary Project Seminar in Sustainability in Food & Wellbeing**
Hours per week (SWS)	4SWS
Number of ECTS credits	5 ETCS
Course objective	Learning objectives / relation to the course of study: The seminar teaches the basics for the implementation of a business idea within a company (intrapreneurship) or in the form of a start-up (entrepreneurship) on a self selected topic within the context of Sustainability in Food & Wellbeing. The seminar will be conducted in collaboration various faculties of the HM Munich University of Applied Sciences as well as with a food & agriculture Professor from the Wroclaw University of Economics and Business from Wroclaw, Poland. The students work in teams of 4-6 students on the design of an innovative business idea within a given topic area along the dynamic business modeling approach. Required information for should be identified, sourced and critically evaluated in context. The project implementation requires intrinsic motivation as well as a desire for entrepreneurial thinking and action and it promotes goal-oriented team and project management skills. Specifically, the following areas of competence are served: - Professional competence - Students are able to work out an innovative business idea in a team within the framework of a given topic. They know how to identify needs and market opportunities, are able to develop creative ideas and implement them prototypically in low resolution, test and iterate based on the test results. They are able to communicate the business idea in a way that is appropriate for the target group. - Methodological competence - The students acquire knowledge and skills of a development of a business idea. They know the relevant technical terms and can use them adequately. They understand the process as well as the associated methods and tools and are able to apply them. - Social competence - Through project implementation, students learn to work in an interdisciplinary team, to develop a common understanding of the problem and to solve it together. This supports students' communication skills as well as their ability to cooperate. - Self-competence: - As personal competencies, the team and project work promotes personal responsibility, self-management, commitment, openness to change, social responsibility, creative skills/creativity, recognition of opportunities, systemic and critical thinking, managing uncertainties and risk-taking. The course is offered in cooperation with the Strascheg Center for Entrepreneurship (SCE).
Prerequisites	none
Recommended reading	Osterwalder, A., Pigneur, Y., Oliveira, M. A. Y., & Ferreira, J. J. P. (2011). Business Model Generation: A handbook for visionaries, game changers and challengers. African journal of business management, 5(7), 22-30. Uebernickel, F., Brenner, W., Pukall, B., Naef, T., & Schindlholzer, B. (2015). Design Thinking: Das Handbuch. Frankfurter Allgemeine Buch. Grichnik, D., Hess, M., Probst, D., Antretter, T., & Pukall, B. (2017). Startup Navigator: Das Handbuch (Vol. 1). Frankfurter Allgemeine Buch. Ries, E. (2014). Lean Startup: Schnell, risikolos und erfolgreich Unternehmen gründen. Redline Wirtschaft. Viki, T., Toma, D., & Gons, E. (2017). The corporate startup. How established companies can develop successful innovation ecosystems. Küsell, F. (2006). Praxishandbuch Unternehmensgründung: Unternehmen erfolgreich gründen und managen. Wiesbaden: Gabler. Plümer, T. (2006). Existenzgründung Schritt für Schritt: mit 3 ausführlichen Businessplänen. Springer-Verlag.
Teaching methods	Flipped Classroom: video introductions, group project work/execution, coaching
Assessment methods	Project execution - documentation and presentation
Language of instruction	English
Name of lecturer	Prof. Dr. Bettina Maisch, Prof. Dr. Verena Kaiser

Hochschule München University of Applied Sciences

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Email	bettina.maisch@hm.edu
Link	
Course content	Course outline - Introduction to intra- and entrepreneurship - Team building and vision - Problem, need and market analysis - Synthesis, identification of a market opportunity - Idea generation and selection - Concept prototyping (low resolution) - business modeling - Business model testing and validation - Pitching - Final presentation of the business ideas in pitch format - Submission of the written business ideas with 25 pages and submission of a digital exhibit
Remarks	