Courses in English
Course Description

Department	10 Business Administration
Course title	**Entrepreneurship**
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	The students are enabled to understand entrepreneurship in different operational practices in the context of concrete and / or real-world projects. The topic is studied with regard to enterprise creation (entrepreneurship) as well as the development of businesses in established firms (intrapreneurship). With a strong practical element, the essential learning objective of the course is to deepen the knowledge acquired to date. The students get the opportunity to select a topic of study according to their orientation and their interests from a fixed range of options in the field of entrepreneurship.
Prerequisites	
Recommended reading	• De, Dennis, Entrepreneurship, München, 2005 • Hisrich, Robert D./ Peters, Michael P./ Shepherd, Dean A.: Entrepreneurship, 2010 • Osterwalder, A./ Pigneur, Y., Business Model Generation, 2010 • Volkmann, Christine/ Tokarski, Kim Oliver, Entrepreneurship: Gründung und Wachstum von jungen Unternehmen, 2006
Teaching methods	Project-based and accelerated learning, multi-stage performance feedback, presentation of results in small groups
Assessment methods	Term paper
Language of instruction	English
Name of lecturer	
Email	
Link	
Course content	• Business Planning: development of a business idea with implementation planning phases, with consideration of product/service, industry and market, marketing and sales, competition, management and key personnel, financing and implementation • Business Simulation: development of a business field in an established company based on several periods in a competitive situation, taking into account strategic concepts of computer-based simulation programs • Social Entrepreneurship: development of a business idea with implementation planning phases, with consideration of product/service, industry and market, marketing and sales, competition, management and key personnel, financing and implementation • International Entrepreneurship: development of a business idea with implementation planning phases, with consideration of product/service, industry and market, marketing and sales, competition, management and key personnel, financing and implementation • Entrepreneurship / "Real Project": development of an interdisciplinary business idea with implementation planning phases, with consideration of product/service, industry and market, marketing and sales, competition, management and key personnel, financing and implementation (in cooperation with SCE)

Remarks