

Introduction Entrepreneurship
(Compulsory module HM certificate “Entrepreneurial Thinking and Acting”)
 Course Description

Course title	Introduction Entrepreneurship/Grundlagen Entrepreneurship
Course coordinator	Prof. Dr. Bettina Maisch
Name of lecturer(s)	Prof. Dr. Bettina Maisch Oliver May-Beckmann For questions, please contact: oliver.may-beckmann@sce.de
Frequency of course offer	Every semester (start of the self-study course is possible at any time).
Duration of course	1 semester
Semester of study	The course can be taken in any semester of study.
Prerequisites	None
Purpose/Application of the course	For the acquisition of the HM certificate "Entrepreneurial Thinking and Acting"; to enhance the graduate's profile. More information here: hm.edu/profil (currently available in German only)
Planned group size	N/A
Hours per week (SWS)	1
Number of ECTS credits	2
Workload / Self-study / Contact hours	60 hours / 60 hours / 0 hours
Type of course/ Teaching methods	Seminar-based teaching (SU): Self-study online course https://www.deepdive.school/course?courseid=entrepreneurship-basics
Language of instruction	English
Course content	This entrepreneurship seminar focuses on theoretical learning to develop entrepreneurial skills and attitudes. Students will understand the fundamentals of entrepreneurship and the dynamic innovation process that includes problem analysis, idea generation, prototyping and validation, and the development of a sustainable business concept. Students are introduced to specific tools such as design thinking, creativity techniques, and business modeling.
Learning outcomes	The certificate participants are able to describe central principles of entrepreneurship, dynamic business modeling and innovation processes. They develop an understanding of entrepreneurial thinking and responsible action personality and can outline this.
Assessment methods	Module assignment (ModA). The submission of the module assignment in the form of a self-reflection report is carried out via Moodle upload. Students are therefore requested to join the course "Introduction Entrepreneurship (Grundlagen Entrepreneurship)" in Moodle. The code for self-enrollment is: if!iv0Lr . Information on the requirements for the module assignment and the deadline for submission are posted in the Moodle course: https://moodle.hm.edu/course/view.php?id=15530
Exam registration	Exam registration in Primuss is not required.
Recommended reading	Gottwald, F.-T., Sailer, K., Sprinkhart, K.-P. (2013): Fair Business - Wie Entrepreneurs die Zukunft gestalten, Regensburg: Walhalla Ries, E. (2011): The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, Crown Business, New York Saravathy, S. (2008): Effectuation: Elements of Entrepreneurial Expertise (Cheltenham: Edward Elgar.)

Status: 2 June, 2021

Note: This English translation only serves the purpose of providing information on the contents of the corresponding German module description. Please note that ONLY the German version of this information is legally binding.