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 Johanna Kobilke For questions, please contact: johanna.kobilke@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)
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 Sarasvathy, S. (2008): Effectuation: Elements of Entrepreneurial Expertise (Cheltenham: Edward Elgar.)

This course is a compulsory module for students who wish to obtain the HM certificate "Entrepreneurial Thinking and Acting". For questions regarding this compulsory module, please contact:
johanna.kobilke@sce.de
Kind regards from your lecturers

Bettina Maisch, Johanna Kobilke

More information about the certificate is available on this website.

Information on the compulsory module (self-study online course)

Please complete the online course linked here as a self-study.

Your advantage: You can choose learning time, learning pace and learning location according to your individual needs. If you have completed the course, you will be awarded a "Certificate of Knowledge" by the platform automatically.
Important to know: You will not yet receive ECTS credits for this "Certificate of Knowledge" within the scope of the HM certificate. To have the course recognised towards the certificate, please complete a module assignment in the form of a self-reflection assignment.

What is a self reflection assignment?

The goal of this life-long learning skill assignment is to transform "stuff that happened during your learner-journey" into "actual articulated experiential learning". As you go through your life, you will experience many things. This skill will help you turn these experiences into learning opportunities.

You should be learning something new daily and using proper self-reflective skills to improve your performance. If you share your learning with peers, you develop even deeper understanding and confidence that your perceived lessons are correct.

There are three primary domains of learning:

Knowledge – Concepts and Tools such as lean startup, business model canvas, strategy, brainstorming, design thinking, etc.

Skills – Competencies such as communication, teamwork, agility, alertness, critical thinking, persuasion and selling, guerilla skills, identifying opportunities, etc.

Attitudes – Values and Beliefs such as Self-Efficacy, Internal Locus of Control, Integrity, Character, Trustworthiness, and Grit.

The 5 Steps of Self-Reflection

First, you must **"Identify"** a specific concept, tool, competency, skill, attitude, principle, heuristic, or expert script. Your new file folder needs a file name – it should be short. The more concise you can be, the better. You may need several drafts to get this right, so you can start with a more generalized fuzzy idea to start with, but then you must come back to refine, shorten or change the name during editing. Don't beat around the bush in this step – you must be concise!

"Describe" the concept/topic in plain language that someone not in the class would understand. This should also be relatively short – especially in your first few assignments. As you start to use enhanced technology features such as photos and videos, your descriptions can become quite rich and memorable.

"Analyze" how you came to learn something about this concept/topic. What were you working on when you discovered this deeper understanding during your experiential hands-on project? Was there a problem or issue you were trying to solve? What was your "aha!" moment?

"Synthesize" how this learning relates to other things you know. If you are describing a concept, what are related concepts that are higher or lower in the hierarchy? Contrast or differentiate this concept from related concepts/tips/lessons.

"Integrate" how you will integrate this understanding or apply this principle to your future actions. How will you do things differently now that you know this lesson. How would someone else observe your actions and see for themselves that you have learned this lesson?

Requirements for your self reflection assignment

Format requirements

Please apply the basics of scientific work in your elaboration, for example:
• PDF (file name: 2021_self_reflexion_assignment_yourname)
• Font size: 12, line spacing 1.5
• (If) Citation: APA (check rules for citation & reference list)
• Amount of text pages: 3-4 (+ Cover page)
• Header: Self reflexion assignment - your name.
• Footer: Page numbers
• (If) Appendix: pictures, calculations etc
• Language: German or English

Structure
● Cover Page (TEMPLATE)
● (If) Table of Contents, Table of Figures, Appendix
● Introduction
● Self reflexion

Grading of your self reflexion assignment
● Formal (format, structure ...)
● Content (clarity of thought ...)

Send your self reflection assignment via mail to: johanna.kobilke@sce.de

It is not necessary to register for the exam in Primuss.

The module is successfully completed if the module paper (self-reflection assignment) is assessed with "successfully passed". There is no grading according to the grading scale.