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

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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