Unternehmerisches Denken und Handeln
Real Project: Real Projects in Green Tech, Agriculture & Food in collaboration with Universities in Poland, South Africa and Nepal (online) (MBR920)

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) in the topic context of GREEN TECH, AGRICULTURE & FOOD. The seminar will be conducted in collaboration with Universities from Poland, South Africa and Nepal.
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).

Recommended reading
Name of lecturer: Prof. Dr. Bettina Maisch, Prof. Dr. Verena Kaiser

Email: bettina.maisch@hm.edu

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