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:
Prof. Dr. Verena Kaiser

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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)
Courses in English
Course Description

Remarks