# Courses in English

## Course Description

<table>
<thead>
<tr>
<th>Department</th>
<th>10 Business Administration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course title</td>
<td>Entrepreneurship</td>
</tr>
<tr>
<td>Hours per week (SWS)</td>
<td>4</td>
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<tr>
<td>Number of ECTS credits</td>
<td>5</td>
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</tbody>
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### 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

- 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

### 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

tbd

### Email

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