

2019.HS

Module Name: Entrepreneurial Innovation			
Module Code	w.BA.XX.2EIno.XX		
Module Description	The module Entrepreneurial Innovation covers the principles of entrepreneurship and of launching a startup. Students are encouraged to think and act as entrepreneurs. Based on an idea for an existing or a new business, they develop a business concept and prepare a business plan and a business plan presentation for which they consider every aspect thoroughly and plan their venture systematically.		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PIE) § Business Administration - Economics and Politics § Business Administration - Risk and Insurance § Business Information Technology 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
Module Type: Compulsory Elective	Program Phase: Main Study Period		
ECTS	3		
Organizational Unit	W Center Innov. und Entrepreneurship Ltg		
Module Coordinator	Adrian W. Müller (muad)		
Deputy Module Coordinator	Carmen Kobe (kobe)		
Prerequisite Knowledge	-		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence § Self-Competence 		
Contribution to Program Learning Objectives	Professional Competence <ul style="list-style-type: none"> § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence <ul style="list-style-type: none"> § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy § Creativity & Innovation Social Competence <ul style="list-style-type: none"> § Written Communication § Oral Communication § Teamwork & Conflict Management § Intercultural Insight & Ability to Change Perspective Self-Competence <ul style="list-style-type: none"> § Self-Management & Self-Reflection § Ethical & Social Responsibility § Learning & Change 		
Module Learning Objectives	Students... Students (i) develop and/or formulate their own business ideas; they (ii) develop an existing business idea (which may or may not be their own), and carefully consider every aspect of establishing a company, taking into account all entrepreneurial and business consequences; and they (iii) learn what it means to be an entrepreneur as they come to understand the inherent challenges, opportunities, and risks involved.		
Module Content	<ul style="list-style-type: none"> § Entrepreneurship and the entrepreneur personality § Business ideas and business models § Business plan: purpose, structure, and development § Financing types, planning, and acquisition § The process of forming a company and its challenges § Legal principles of company formation § The startup ecosystem 		
Links to other modules	The content of this module is linked to the following modules: w.BA.XX.2ASM.XX		

	w.BA.XX.2InE.XX		
Methods of Instruction	§ Interactive Instruction § Case Studies § Exercises § Problem-Oriented Teaching § Project Work	Social Settings Used: Group Work	
Digital Resources	§ Reader § Teaching Videos § Teaching Materials § Case Studies (with Key) § Online resources		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	28 h	20 h	
Group Instruction	-	-	
Practical Work	-	42 h	
Seminar	-	-	
Total	28 h	62 h	0 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Oral exam		20	100,00 %
Permitted Resources	Permitted resources to be communicated.		
Others	Assessment	Length (min.)	Weighting
-	-	-	-
Classroom Attendance Requirement	Attendance at guest lectures and final presentations is expected		
Language of Instruction/Examination	German		
Compulsory Reading	Lecture slides		
Recommended Reading	To be announced in class		
Comments	This module is aimed at students who are interested in potentially starting a business. It is mainly designed for students who do not (or are unable to) take the module "Innovationsmanagement und Unternehmensgründung" of the specialization in General Management.		