

2017.FS

<b>Module Name: Innovation &amp; Entrepreneurship</b>	
Module Code	w.BA.XX.2InE-PiE.XX
Module Description	Students are capable of understanding and evaluating important phases in the development of a corporation using business administration concepts from the business idea to its establishment and growth. They apply suitable methods to the individual phases and thereby gain experience of their possibilities and limitations. In this way, students are encouraged to think for themselves and act in an entrepreneurial way.
Program and Specialization	Business Administration - General Management (PiE)
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	<b>Module Type:</b> Compulsory
	<b>Program Phase:</b> Main Study Period
ECTS	6
Organizational Unit	W Center Innov. und Entrepreneurship Ltg
Module Coordinator	Nicolas Gehrig (gehg)
Deputy Module Coordinator	Adrian W. Müller (muad)
Prerequisite Knowledge	w.BA.XX.2ASM.XX, w.BA.XX.2Strat.XX
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> <li>§ Professional Competence</li> <li>§ Methodological Competence</li> <li>§ Social Competence</li> <li>§ Self-Competence</li> </ul>
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> <li>Professional Competence <ul style="list-style-type: none"> <li>§ Knowing and Understanding Content of Theoretical and Practical Relevance</li> <li>§ Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance</li> <li>§ Evaluate Content of Theoretical and Practical Relevance</li> </ul> </li> <li>Methodological Competence <ul style="list-style-type: none"> <li>§ Problem-Solving &amp; Critical Thinking</li> <li>§ Scientific Methodology</li> <li>§ Work Methods, Techniques, and Procedures</li> <li>§ Information Literacy</li> <li>§ Creativity &amp; Innovation</li> </ul> </li> <li>Social Competence <ul style="list-style-type: none"> <li>§ Written Communication</li> <li>§ Oral Communication</li> <li>§ Teamwork &amp; Conflict Management</li> <li>§ Intercultural Insight &amp; Ability to Change Perspective</li> </ul> </li> <li>Self-Competence <ul style="list-style-type: none"> <li>§ Self-Management &amp; Self-Reflection</li> <li>§ Ethical &amp; Social Responsibility</li> <li>§ Learning &amp; Change</li> </ul> </li> </ul>
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> <li>§ are able to describe the key issues and concepts of entrepreneurial innovation</li> <li>§ are able to explain the development process of young companies</li> <li>§ are able to develop a personal business idea and plan it in detail as part of establishing a company</li> <li>§ are able to evaluate new business opportunities and models</li> <li>§ are able to assess a balanced business plan</li> <li>§ are able to outline and defend their own business concept in a convincing manner as part of an investor presentation</li> <li>§ are able to work together purposefully as part of a team establishing a company</li> <li>§ are able to initiate and steer their own entrepreneurial process</li> <li>§ are able to take account of various viewpoints when evaluating entrepreneurial problem areas and challenges</li> </ul>
Links to other modules	-

Methods of Instruction	§ Lecture § Interactive Instruction § Exercises § Literature Review § Presentation § Group project § Individual business case § Discussion	<b>Social Settings Used:</b> § Individual Work § Group Work		
Digital Resources	§ Reader § Teaching Videos			
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>	
Large Class	28 h	-		
Small Class	28 h	-		
Group Instruction	-	40 h		
Practical Work	-	-		
Seminar	-	-		
<b>Total</b>	<b>56 h</b>	<b>40 h</b>	<b>84 h</b>	
Performance Assessment				
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>	
-	-	0	-	
<b>Permitted Resources*</b>	-			
*Acc. to the Guidelines on the Use of Examination Aids/Resources ("Merkblatt Hilfsmittel SML Intranet Prüfungen/Zeugnisse")				
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>	
Written Assignment	Pass/Fail	-	-	
Written Assignment	Grade	-	100,00%	
Talk/oral presentation	Pass/Fail	30	-	
Written Assignment	Pass/Fail	-	-	
Classroom Attendance Requirement	-			
Language of Instruction/Examination	English			
Compulsory Reading	Slide script of the module			
Recommended Reading	§ Tidd, J. & Bessant, J. (2009). Managing innovation. 4th edition. Chichester: Wiley. ISBN 978-0470998106. § Kaplan, J. & Warren, A. (2010). Patterns of Entrepreneurship Management. 3rd edition. Chichester: Wiley. ISBN 978-0470169698. § Osterwalder, A. & Pigneur, Y. (2010). Business Model Generation. 1st edition. Chichester: Wiley. ISBN 978-0470876411. § Nagel, A. (2010). Der Businessplan: Geschäftspläne professionell erstellen. 5th edition. Wiesbaden: Gabler. ISBN 978-3658052645.			
Comments	-			