Module description: Innovation & Entrepreneurship

Module Code	w.BA.XX.2InE.XX
ECTS Credits	6
Language of Instruction/Examination	German
Module Description	Students are able to understand the first phases in the development of an innovative startup, in particular with regard to the application of business management concepts. In this context, they are able to selectively and critically apply well-known business management concepts and relate them to new concepts. Students are encouraged to think and act as entrepreneurs in the context of their individual business opportunities. They plan their innovative startups using a classic business plan. In addition to the above-mentioned concepts, students are able to collect the information they need for the planning process, using so-called lean startup methods in interaction with the market. Finally, students are also introduced to the innovation management of established companies.
Organizational Unit	IIE Ltg.
Module Coordinator	Claudio Cometta
Deputy Module Coordinator	Adrian W. Müller
Program and Specialization	• Business Administration - Specialization in General Management
Legal Framework	Academic Regulations BSc dated 29.01.2009, for the degree programs in Business Administration, International Management, Business Information Technology, Business Law, Business Law and Applied Law, first adopted on 12.05.2009

Module Category	**Module Type** Compulsory	**Program Phase** Main Study Period

Prerequisite Knowledge	w.BA.XX.2ASM.XX; w.BA.XX.2Strat.XX
Contribution to Program Learning Objectives (by the concerned Module)	• Professional Competence • Methodological Competence • Social Competence • Self-Competence
Contribution to Program Learning Objectives	**Professional Competence** • 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** • Problem-Solving & Critical Thinking • Scientific Methodology • Work Methods, Techniques, and Procedures • Information Literacy • Creativity & Innovation **Social Competence** • Written Communication • Oral Communication • Teamwork & Conflict Management • Intercultural Insight & Ability to Change Perspective **Self-Competence** • Self-Management & Self-Reflection • Ethical & Social Responsibility • Learning & Change

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Module Learning Objectives	Students... • assess an existing business plan based on the business management concepts they know. • identify new business opportunities and potential for innovation • analyze their business model in terms of the market, their competitors, and the industry. • recognize the common patterns of business models and interpret existing business models; they modify them to create their own business models and discuss them with their peers. • apply their personal "leap-of-faith" assumption to develop a minimum viable product/survey/market test in the broadest sense. • use the market test to deduce insights for their venture (RUK) and discuss them in class. • develop a detailed business plan based on all the information they have collected. • work in peer groups to develop their own bootstrapping strategies • develop an understanding for the value of their startup by working on their financial planning and using common valuation methods. • know the key protective strategies and legal foundation processes. • present their startup to the class in an investor pitch and request their preferred form of funding. • are able to explain the development process of startups • join a team of startup founders and work effectively to achieve a common goal. • compare the development process of startups with common innovation management processes in established companies. • compare concepts of intrapreneurship, corporate entrepreneurship, and innovation management.
Module Content	• (a) The subject area of innovation: basic principles of successful business innovation and identification of business opportunities. • The power of innovation for safeguarding a corporation in the long term / innovative corporate leadership • Basic principles of innovation management: success factors, models, strategies, processes, and systems • Sources of new business opportunities and innovations • Identification and development of new product/service potential • (b) The subject area of entrepreneurship: development and realization of business concepts. • Entrepreneurship & company foundation • Opportunity & business model • Market analysis and segmentation • Instruments and means of entrepreneurial activity, in particular methods such as "lean startup" and "bootstrapping" • Business plan and financial planning • Business valuation & forms of funding • Foundation & IP • Pitching
Links to other modules	This module is linked to the following modules:
Digital Learning Resources	• Reader • Teaching Videos • Multiple Choice Tests • Screen casts
Methods of Instruction	• Problem-Oriented Teaching • Lecture • Application Tasks • Literature Review • Project Work • Exercises • Interactive Instruction • Group project • Individual business case • Discussion • Presentation	Social Settings Used: • Group Work

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Type of Instruction		Classroom Instruction	Guided Self-Study	Autonomous Self-Study
	Large Class	28 h	-	
	Small Class	28 h	-	
	Group Instruction	-	45 h	
	Practical Work	-	-	
	Seminar	-	-	
	Total	**56 h**	**45 h**	**79 h**

Performance Assessment				
	End-of-module exam	**Form**	**Length (min.)**	**Weighting**
	-			
	Permitted Resources			

	Others	**Assessment**	**Format**	**Length (min.)**	**Weighting**
	Talk/oral presentation	Pass/Fail	Gruppenarbeit	15	0.00
	Talk/oral presentation	Grade	Gruppenarbeit	15	20.00
	Written Assignment	Pass/Fail	Gruppenarbeit	0	0.00
	Written Assignment	Grade	Gruppenarbeit	0	80.00
	Online test on Moodle	Pass/Fail	Einzelarbeit	15	0.00

Classroom Attendance Requirement	Other Students are expected to attend guest lectures and final presentations.
Compulsory Reading	
Recommended Reading	- Blank, S. (2013). The Four Steps to the Epiphany: Successful Strategies for Products That Win. 5th edition. K&S Ranch. ISBN 978-0989200509. - Gianforte, G. & Gibson, M. (2007). Bootstrapping Your Business: Start and Grow a Successful Company with Almost No Money. BookSurge Publishing. ISBN 978-1419669552. - Osterwalder, A. & Pigneur, Y. (2010). Business Model Generation. 1st edition. Chichester: Wiley. ISBN 978-0470876411. - Ries, E. (2011). The Lean Startup: How Constant Innovation Creates Radically Successful Businesses. Portfolio Penguin. ISBN 978-0670921607. - Tidd, J. & Bessant, J. (2009). Managing innovation : integrating technological, market and organizational change. 4th edition. Chichester: Wiley. ISBN 978-0470998106. - Kaplan, J. & Warren, A. (2010). Patterns of Entrepreneurship Management. 3rd edition. Chichester: Wiley. ISBN 978-0470169698. - Cooper, B. & Vlaskovits, P. (2010). The Entrepreneur's Guide to Customer Development: A cheat sheet to The Four Steps to the Epiphany. Cooper-Vlaskovits. ISBN 978-0982743607. - Nagl, A. (2010). Der Businessplan: Geschäftspläne professionell erstellen. 5th edition. Wiesbaden: Gabler. ISBN 978-3658052645.

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Comments	If a student has a justified reason (in accordance with the General Exam Regulations) for failing to complete one of the three pass/fail performance assessments, the module coordinator will specify a replacement assignment that the student has to complete. If a student does not have a justified reason or if the replacement assignment was unsatisfactory, the student will be considered to have failed the module.