

Valid for 2024.FS

Module Name: Innovation & Entrepreneurship	
Module Code	w.BA.XX.3InE-FLEX.XX
Module Description	Students are able to understand the first phases in the development of an innovative startup, in particular by applying business management concepts. They are able to selectively and critically apply familiar business management concepts in the startup context and relate them to new concepts. Students are encouraged to think and act entrepreneurially in the context of their individual business opportunity and plan their innovative start-up using a classic business plan. In addition to applying these concepts, students are able to develop information bases for planning using so-called lean startup methods in interaction with the market. The module finishes with a study of innovation management in established companies.
Program and Specialization	Business Administration - Specialization in General Management (Flex)
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
ECTS	6
Organizational Unit	W Institut für Innovation&Entrepreneurship
Module Coordinator	Christian Hertach (hert)
Deputy Module Coordinator	Claudio Cometta (come)
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	<ul style="list-style-type: none"> 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	<p>Students...</p> <ul style="list-style-type: none"> § evaluate an existing business plan on the basis of business management concepts with which they are familiar. § identify new business opportunities and innovation potential. § analyze the market, competition, and sector of their business model. § understand the known patterns of business models and interpret existing business models. In addition, they develop variations for their business model and discuss this with their peers. § develop a minimum viable product/survey/market test in the broadest sense based on their personal "leap of faith" assumption. § derive findings for their venture from the market test (RUK) and discuss these in plenary. § develop a complete business plan based on all the information available. § develop their own boot-rapping strategies in peer groups. § develop an understanding of the value of their start-up in the context of financial planning and apply known valuation methods. § understand the most important protection strategies and legal foundation processes.

	§ present (investor pitch) their start-up in a plenary session and apply for their preferred financing. § can explain the start-up development process. § can work together purposefully in a founding team. § compare the development process of start-ups with established innovation management processes in established companies. § compare concepts of intrapreneurship, corporate entrepreneurship, and innovation management.		
Module Content	§ (a) Innovation topic area: Fundamentals of successful business innovation and identifying business opportunities § The power of innovation for long-term corporate security/innovative corporate management § Fundamentals of innovation management: success factors, models, strategies, processes, systems § Sources of new business opportunities and innovations § Identifying and developing new products/service potential § (b) Subject area entrepreneurship: Development and realization of business concepts § Entrepreneurship and company foundation § Opportunity and business model § Market analysis and segmentation § Instruments and means of entrepreneurial activity, in particular methods such as "lean startup" and "bootstrapping" § Business planning and financial planning § Valuation and forms of financing § Founding and IP § Pitching		
Links to other modules	-		
Methods of Instruction	§ Lecture § Interactive Instruction § Application Tasks § Exercises § Problem-Oriented Teaching § Project Work § Literature Review § Pitching § Own business case § Discussion	Social Settings Used: Group Work	
Digital Resources	§ Reader § Teaching Videos § Multiple Choice Tests § Screencasts and microlearning videos		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	24 h	156 h	
Small Class	-	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	24 h	156 h	0 h
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
-	-	-	-
Permitted Resources	-		
Others	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	15	20,00 %
Talk/oral presentation	Pass/Fail	15	-
Online Moodle test	Pass/Fail	15	-
Written Assignment	Pass/Fail	-	-
Written Assignment	Grade	-	80,00 %
Classroom Attendance Requirement	Mandatory Attendance: None		
Language of Instruction/Examination	German		
Compulsory Reading	-		

Recommended Reading	<p>§ Tidd, J. & Bessant, J. (2009). Managing innovation: integrating technological, market and organizational change. 4th edition. Chichester: Wiley. ISBN 978-0470998106.</p> <p>§ Kaplan, J. & Warren, A. (2010). Patterns of Entrepreneurship Management. 3rd edition. Chichester: Wiley. ISBN 978-0470169698.</p> <p>§ Osterwalder, A. & Pigneur, Y. (2010). Business Model Generation. 1st edition. Chichester: Wiley. ISBN 978-0470876411.</p> <p>§ Nagl, A. (2010). Der Businessplan: Geschäftspläne professionell erstellen. 5th edition. Wiesbaden: Gabler. ISBN 978-3658052645.</p> <p>§ Ries, E. (2011). The Lean Startup: How Constant Innovation Creates Radically Successful Businesses. Portfolio Penguin. ISBN 978-0670921607.</p> <p>§ 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.</p> <p>§ Blank, S. (2013). The Four Steps to the Epiphany: Successful Strategies for Products That Win. 5th edition. K&S Ranch. ISBN 978-0989200509.</p> <p>§ -</p>
Comments	<p>In the event of a justified (in accordance with the framework examination regulations) failure to complete one of the three pass/fail performance assessments, a substitute assessment determined by the module coordinator must be submitted. Unjustified failure to complete the module or insufficient completion of the substitute performance will result in failure of the module.</p>