

Valid for 2022.HS

<b>Module Name: Innovation &amp; Entrepreneurship</b>	
Module Code	w.MA.XX.INEP.20HS
Module Description	How to promote innovation - in established companies, projects, and startups? This module deals with the use of business management concepts and related social considerations. Students are encouraged to rethink business opportunities in an entrepreneurial way, taking account of their impact, sustainability, and megatrends, and to interact with the market using so-called lean startup methods.
Program and Specialization	Business Information Technology
Legal Framework	Academic Regulations MSc in Business Information Technology dated 14.06.2012, Appendix to the Academic Regulations for the degree program in Business Information Technology, first adopted on 10.07.2012
Module Category	<b>Module Type:</b> Compulsory Elective
ECTS	3
Organizational Unit	W Institut für Innovation&Entrepreneurship
Module Coordinator	Christina Marchand (mard)
Deputy Module Coordinator	-
Prerequisite Knowledge	Foundations of business administration Foundations of strategic management
Contribution to Program Learning Goals (Affected by 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
Module Learning Objectives	Students... § reflect on the innovation process as well as on their findings according to context-specific requirements. § evaluate an existing business plan based on the concepts of business administration known to them, taking into consideration its social relevance and factoring in the current megatrends. § analyze their business model in terms of its market, competitors, and industry while identifying new business opportunities and innovation potential and taking account of social relevance and current megatrends. § are aware of established patterns of business models and interpret existing business models and forms of financing. They develop variations of their business model and discuss them. They develop a financial plan and a minimum viable product/survey/market test in the broadest sense, and they use their findings in their venture. § compare the development process of startups with processes of innovation management in established companies as well as with concepts of intrapreneurship, corporate entrepreneurship, and innovation management. § work in a team to develop a full business plan and a pitch to be presented in class, based on all the information available.

Module Content	§ Basic principles of successful business innovation and identification of business opportunities in the context of social relevance, sustainability, and megatrends § The power of innovation to ensure the long-term, sustainable future of an enterprise and innovative entrepreneurship § Basic principles of innovation management: success factors, models, strategies, processes, systems, and life cycle considerations § Identifying new business opportunities, concepts, and innovations. Developing new product and service potential. The basic principles of entrepreneurship and founding a company § Basic concepts of sustainable business: life cycle assessment, grey energy, social responsibility, climate change, standards, laws, and regulations, emissions trading, cradle to cradle, zero net emissions by 2030, economic models, and measurement criteria § Opportunity & business model, market analysis and segmentation, instruments and means of entrepreneurial activity, in particular methods such as lean startup, impact models, business planning & financial planning, assessment & forms of financing § Strategies for a successful pitch and an effective business plan																																														
Links to other modules	-																																														
Methods of Instruction	§ Interactive Instruction § Application Tasks § Case Studies § Exercises § Problem-Oriented Teaching § Project Work § Literature Review	<b>Social Settings Used:</b> § Individual Work § Group Work																																													
Digital Resources	§ Teaching Videos § Teaching Materials § Practice and Application Exercises (with Key) § Case Studies (with Key) § Multiple Choice Tests																																														
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>																																												
Lecture	28 h	24 h																																													
Excercise	-	-																																													
Project Work	-	38 h																																													
Seminar	-	-																																													
<b>Total</b>	<b>28 h</b>	<b>62 h</b>	<b>0 h</b>																																												
Performance Assessment	<table border="1"> <thead> <tr> <th>End-of-module exam</th> <th>Form</th> <th>Length (min.)</th> <th>Weighting</th> </tr> </thead> <tbody> <tr> <td>-</td> <td>-</td> <td>-</td> <td>-</td> </tr> <tr> <td><b>Permitted Resources</b></td> <td colspan="3">-</td> </tr> <tr> <td><b>Others</b></td> <td><b>Assessment</b></td> <td><b>Length (min.)</b></td> <td><b>Weighting</b></td> </tr> <tr> <td>Talk/oral presentation</td> <td>Pass/Fail</td> <td>5</td> <td>-</td> </tr> <tr> <td>Talk/oral presentation</td> <td>Grade</td> <td>5</td> <td>20,00 %</td> </tr> <tr> <td>Written Assignment</td> <td>Grade</td> <td>-</td> <td>60,00 %</td> </tr> <tr> <td>Multiple-choice quiz on Moodle</td> <td>Pass/Fail</td> <td>15</td> <td>-</td> </tr> <tr> <td>Written Assignment</td> <td>Pass/Fail</td> <td>-</td> <td>-</td> </tr> <tr> <td>Talk/oral presentation</td> <td>Grade</td> <td>10</td> <td>20,00 %</td> </tr> <tr> <td>Talk/oral presentation</td> <td>Pass/Fail</td> <td>3</td> <td>-</td> </tr> </tbody> </table> <p>Students are not allowed to revise and resubmit performance assessment tasks.</p>			End-of-module exam	Form	Length (min.)	Weighting	-	-	-	-	<b>Permitted Resources</b>	-			<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>	Talk/oral presentation	Pass/Fail	5	-	Talk/oral presentation	Grade	5	20,00 %	Written Assignment	Grade	-	60,00 %	Multiple-choice quiz on Moodle	Pass/Fail	15	-	Written Assignment	Pass/Fail	-	-	Talk/oral presentation	Grade	10	20,00 %	Talk/oral presentation	Pass/Fail	3	-
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Classroom Attendance Requirement	Mandatory Attendance: Other  Students are required to attend guest lectures, pitches, and their own presentation.																																														
Language of Instruction/Examination	German																																														
Compulsory Reading	-																																														
Recommended Reading	-																																														
Comments	The module aims to lay the foundations for the development of viable, impact-relevant, and sustainable business models. It provides techniques that help turn an idea into a functioning business.																																														