Zurich University of Applied Sciences
School of Management and Law

Valid from 2024.HS

Module description: Innovation & Entrepreneurship

Module Code	w.BA.XX.WPM-IE-BL.XX
ECTS Credits	3
Language of Instruction/Examination	German
Module Description	The Innovation & Entrepreneurship module teaches the fundamentals of entrepreneurship using the situation of founding a start-up. Students are encouraged to act as entrepreneurs. Based on an existing or new business idea, they develop a business concept, consider all its aspects, and systematically plan it before making a business plan presentation.
Organizational Unit	IIE Ltg.
Module Coordinator	Christian Hertach
Program and Specialization	• Business Law
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 Elective **Program Phase** Main Study Period
Prerequisite Knowledge	
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
Module Learning Objectives	Students... • develop and/or formulate their own business ideas. • develop a business idea further and think through a business start-up in detail and with all its consequences. • develop a personal sense of the entrepreneurial mindset and the associated challenges, opportunities, and risks, and their impact on our ecosystem.

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Module Content	• Entrepreneurship (mindset) • Business ideas and business models • A business plan: purpose, structure, and development • Financing: forms, planning, and acquisition • The foundation process and challenges in establishing a start-up • Possible legal challenges in the start-up ecosystem
Links to other modules	This module is linked to the following modules:
Digital Learning Resources	• Reader • Teaching Videos • Practice and Application Exercises (with Key) • Case Studies (with Key) • Online resources (https://startup-accelerator.org)
Methods of Instruction	• Exercises • Project Work • Problem-Oriented Teaching • Case Studies • Interactive Instruction Social Settings Used: • Group Work

Type of Instruction

	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	25 h	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	**25 h**	**0 h**	**65 h**

Performance Assessment

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

Others	Assessment	Length (min.)	Weighting
Talk/oral presentation	Grade	20	100
Written Assignment	Pass/Fail	0	0

Classroom Attendance Requirement	Other Students are expected to attend guest lectures and final presentations (see semester plan).
Compulsory Reading	
Recommended Reading	• Ries, E. (2011). The Lean Startup: How Constant Innovation Creates Radically Successful Businesses. Portfolio Penguin. ISBN 978-0670921607. • Pigneur, Y. & Osterwalder, A. (2010). Business Model Generation. 1. Auflage. Chichester: Wiley. 1st Edition. ISBN 978-0470876411.
Comments	Failure to pass the assessments during the semester will result in a deduction of half a grade.