

Valid for 2024.FS

<b>Module Name: Innovation &amp; Entrepreneurship</b>	
Module Code	w.BA.XX.WPM-IE-BL.XX
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.
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	<b>Module Type:</b> Compulsory Elective
	<b>Program Phase:</b> Main Study Period
ECTS	3
Organizational Unit	W Institut für Innovation&Entrepreneurship
Module Coordinator	Christian Hertach (hert)
Deputy Module Coordinator	-
Prerequisite Knowledge	-
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>§ develop and/or formulate their own business ideas.</li> <li>§ develop a business idea further and think through a business start-up in detail and with all its consequences.</li> <li>§ develop a personal sense of the entrepreneurial mindset and the associated challenges, opportunities, and risks, and their impact on our ecosystem.</li> </ul>
Module Content	<ul style="list-style-type: none"> <li>§ Entrepreneurship (mindset)</li> <li>§ Business ideas and business models</li> <li>§ A business plan: purpose, structure, and development</li> <li>§ Financing: forms, planning, and acquisition</li> <li>§ The foundation process and challenges in establishing a start-up</li> <li>§ Possible legal challenges in the start-up ecosystem</li> </ul>
Links to other modules	-
Methods of Instruction	<ul style="list-style-type: none"> <li>§ Interactive Instruction</li> <li>§ Case Studies</li> <li>§ Exercises</li> <li>§ Problem-Oriented Teaching</li> <li>§ Project Work</li> </ul>
	<b>Social Settings Used:</b> Group Work

Digital Resources	§ Reader § Teaching Videos § Practice and Application Exercises (with Key) § Case Studies (with Key) § Online resources ( <a href="https://startup-accelerator.org">https://startup-accelerator.org</a> )		
Type of Instruction	<b>Classroom Instruction</b>	<b>Guided Self-Study</b>	<b>Autonomous Self-Study</b>
Large Class	-	-	
Small Class	25 h	-	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
<b>Total</b>	<b>25 h</b>	<b>0 h</b>	<b>65 h</b>
Performance Assessment			
<b>End-of-module exam</b>	<b>Form</b>	<b>Length (min.)</b>	<b>Weighting</b>
-	-	-	-
<b>Permitted Resources</b>	-		
<b>Others</b>	<b>Assessment</b>	<b>Length (min.)</b>	<b>Weighting</b>
Talk/oral presentation	Grade	20	100,00 %
Classroom Attendance Requirement	Mandatory Attendance: Other  Students are expected to attend guest lectures and final presentations (acc. to the semester plan).		
Language of Instruction/Examination	German		
Compulsory Reading	-		
Recommended Reading	§ Osterwalder, A. & Pigneur, Y. (2010). Business Model Generation. 1. Auflage. Chichester: Wiley. ISBN 978-0470876411. § Ries, E. (2011). The Lean Startup: How Constant Innovation Creates Radically Successful Businesses. Portfolio Penguin. ISBN 978-0670921607.		
Comments	-		