

## Entrepreneurship

<b>Course Title</b> <i>Titel</i>	Entrepreneurship
<b>Course Status</b> <i>Fachstatus</i>	Mandatory within specialization International Business (English Track)
<b>Frequency/Duration</b> <i>Häufigkeit / Dauer</i>	Winter term, 1 semester
<b>Target Group</b> <i>Zielgruppe</i>	3rd semester students of Business Administration with specialization in International Business (English Track)
<b>Course Description</b> <i>Kursbeschreibung</i>	The course introduces basic principles and methods, thereby enabling students to promote the foundation of companies in their future career.
<b>Prerequisites (recomm.)</b> <i>Vorkenntnisse (empf.)</i>	Allgemeine Betriebswirtschaftslehre, Wirtschaftsrecht, Marketing
<b>Required Materials</b> <i>Arbeitsmittel</i>	Selected literature: Finch, B.: How to Write a Business Plan (Creating Success), Fifth edition, London, Philadelphia, Kogan Page, 2016 Ries, E.: The Lean Startup: How Constant Innovation Creates Radically Successful Businesses, Portfolio Penguin, London, 2011 Drucker, P. F.: Innovation and Entrepreneurship, London and New York, Routledge, 2006 Dowling, M.: Gründungsmanagement. Vom erfolgreichen Unternehmensstart zu dauerhaftem Wachstum. Verlag Springer, Berlin, Heidelberg 2003 Koch, T. L.; Zacharias, C.: Gründungsmanagement. Mit Aufgaben und Lösungen. Verlag Oldenbourg, München 2001 Fueglistaller, U.; Müller, C.; Volery, T.: Entrepreneurship. Modelle – Umsetzung – Perspektive. Verlag Gabler, Wiesbaden 2004
<b>Course outcomes</b> <i>Lehrresultate</i>	<ul style="list-style-type: none"><li>• Students get an understanding of the economic and commercial relevance of entrepreneurship</li><li>• Students get an understanding of the foundation process and a training in the phase-based start-up methods through case studies and a start-up simulation game.</li></ul>
<b>Course topics</b> <i>Kursinhalte</i>	<ol style="list-style-type: none"><li>1. Introduction to entrepreneurship<ol style="list-style-type: none"><li>1.1. Definition of entrepreneurship</li><li>1.2. Tasks and objectives</li></ol></li><li>2. Success and risk factors of start-ups</li><li>3. The foundation process<ol style="list-style-type: none"><li>3.1. From the idea to the first concept</li><li>3.2. Business plan development</li><li>3.3. Growth strategies for start-ups</li><li>3.4. Internationalization strategies for start-ups</li></ol></li><li>4. Financing strategies<ol style="list-style-type: none"><li>4.1. Overview of financing motives and forms</li><li>4.2. Analysis of financing effects</li></ol></li></ol>

5. Entrepreneurial marketing
  - 5.1. Marketing during the idea-phase
  - 5.2. Marketing during the planning-phase
  - 5.3. Marketing during the start-up-phase
6. Legal aspects of entrepreneurship

<b>Course Methods</b> <i>Lehrmethoden</i>	Lecture with a high degree of embedded practical exercises
<b>Course and examination language</b> <i>Lehr –und Prüfungssprache</i>	English
<b>Special features</b> <i>Besonderheiten</i>	none
<b>Subsequent courses</b> <i>Weiterführende Kurse</i>	none
<b>Applicability</b> <i>(Verwendbarkeit)</i>	Creditable in the program Wirtschaftsingenieurwesen upon request
<b>Course Structure</b> <i>Umfang/ Credits</i>	4 – 0 – 5 (Lecture hours – Practise – Credit points)
<b>Workload</b>	60 – 0 – 90 (Lecture hours – Practise – Self study)
<b>Assessment/ Duration</b> <i>Leistungsnachweis/ Dauer</i>	Project Work
<b>Lecturers</b> <i>Lehrpersonen</i>	NN
<b>Coordinator</b> <i>Verantwortlich</i>	Prof. Dr. Jürgen Klein
<b>Last review</b> <i>Letzte Überprüfung</i>	April 2017