Lecture
“Entrepreneurship”
(12-EPS, Bachelor program, 5 ECTS, Summer 20, in English language)

Background
Germany alongside almost all Western countries has entered an ‘entrepreneurial era’, in which entrepreneurship is seen as a key for technological innovation and thus international competitiveness, but also as a solution to unemployment problems. This theory-led and practice-oriented module provides you with a toolbox of key concepts and theories to support careers as entrepreneurs or in entrepreneurship-related fields, such as venture capital or public entrepreneurship support.

On successful completion of this module you will be able to: (1) explain why, when and how start-ups are created, (2) explain why, when and how some start-ups are more successful than others, (3) systematically choose between different routes of entrepreneurial action, and (4) create and evaluate entrepreneurial business plans.

Prerequisites
None

Course structure
(1) Introduction
(2) Who becomes an entrepreneur?
(3) Opportunity identification & exploitation
(4) The business model
(5) The business plan
(6) Entrepreneurial strategies
(7) Finance for entrepreneurs
(8) Marketing for entrepreneurs
(9) Protecting and leveraging intellectual property
(10) Entrepreneurial networks
(11) Entrepreneurial teams and leadership
(12) Entrepreneurial failure
(13) Corporate entrepreneurship and innovation
(14) Wrap-up and Q&A

Literature


**Assessment**
60-minute exam

**Language**
English; students can answer exam questions in German

**WueCampus**
You can self-enroll to WueCampus until the third lecture week. No further enrolments will be possible beyond that date and we will not manually enroll any students missing the registration deadline. The registration will remain valid for two terms.

**Module convenor and contact**
*Prof. Dr. Sascha Walter*

Last change: 17th January 2020