

BW44: Entrepreneurship live!				Study Programme:	B
Module Type:	ECTS Credits:	Workload:	Study semester:	Module Duration:	
Compulsory Elective	12	360h	5.	One semester	
Courses (HPW=hours per week):			Contact hours:	Self-study:	Planned Group Size:
Course 1: Startup Simulation Game (3 HPW)			45h	135h	21
Course 2: Fields of Application for Entrepreneurship (3 HPW)			45h	135h	21
Intended Learning Outcomes (ILOs):					
<p>After completing the course, students can</p> <ul style="list-style-type: none"> - identify, evaluate and solve business problems independently, - assess the relevance of start-up ecosystems for startups, - describe the startup life cycle and distinguish between different stages, - explain and apply start-up-related instruments such as the Business Model Canvas independently, - assess and evaluate strategic and entrepreneurial decisions when founding a company. <p>Besides, by working on case studies, students acquire the ability to apply theoretical knowledge in a practical context.</p>					
Key competencies:					
<ul style="list-style-type: none"> - Entrepreneurial thinking and acting - Team building and cooperative working - Self-management, -organisation and -motivation - Communication skills - Ability to express oneself orally - Time management 					
Description/Contents:					
<p>Course 1: Start-up simulation game</p> <ol style="list-style-type: none"> 1. Introduction/Fundamentals <ol style="list-style-type: none"> 1.1 Business Model Canvas 1.2 Business Plan 2. Business Game <ol style="list-style-type: none"> 2.1 Business Game Rounds 2.2 Marketing Challenge 2.3 General Shareholders' meeting <p>Course 2: Fields of Application for Entrepreneurship</p> <ol style="list-style-type: none"> 1. Analysis of case studies in Entrepreneurship <ol style="list-style-type: none"> 1.1 Green Entrepreneurship 1.2 Corporate Entrepreneurship 1.3 Female Entrepreneurship 					

1.4 Social Entrepreneurship 1.5 24h Case Study 2. Excursions to players of the Duesseldorfer Startup Oecosystem
Language:
The module is taught in German. However, course literature is mostly written in English. Good knowledge of English is therefore required.
Teaching Methods:
Group work, individual work, presentations, plenary discussions, excursions.
Module Applicability:
B.Sc. BWL, B.Sc. VWL, B.Sc. Finanz- und Versicherungsmathematik, B.Sc. Wirtschaftschemie, B.Sc. Mathematik
Pre-requisites/Requirements:
Admission to the bachelor programs in Business Administration, Economics, Financial and Actuarial Mathematics, Business Chemistry or Mathematics. Previous completion of the modules "BB01, BB02, BB03 resp. BB05, BB07, BB08, BB09, BB11 and BW19" is highly recommended.
Examination Types:
Other examination, e.g. plenary discussions, presentations, assignments.
Requirements for Award of Credit Points:
Successful participation in the exam. The exam will be passed if the mark is at least „sufficient“ (4,0).
Availability:
The module will be offered each winter term.
Assessment:
This course will be graded and is part of the calculation for the overall grade of your bachelor's degree. Particular information concerning the calculation of the overall grade can be gathered in the respective examination regulations.
Person Responsible and Main Lecturer:
Dr. Marisa Henn
Further Information:
Further information can be found at the website of the persons responsible, ILIAS or HIS-LSF. It is possible to write a project thesis (BQ06, BQ07, BQ09, BQV03, BQV04 or BQV10) within the module.