

MW17: Entrepreneurial Management				Study Programme:	M
Module Type:	ECTS Credits:	Workload:	Study semester:	Module Duration:	
Optional compulsory	16	480	2. and 3.	two semesters	
Courses (HPW=hours per week):			Contact hours:	Independent study:	Planned Group Size:
Course 1: Management of SME and young companies (2 HPW)			30h	90h	30
Course 2: Interdisciplinary Business Game Simulation (2 HPW)			30h	90h	30
Course 3: Empirical Entrepreneurship Research (2 HPW)			30h	90h	30
Course 4: International Entrepreneurial Management (2 HPW)			30h	90h	30
Intended Learning Outcomes (ILOs):					
<p>By the end of the module, students will be able to</p> <ul style="list-style-type: none"> - explain and critically reflect characteristics of small and young as well as owner-managed enterprises; - display realistically and simulate dynamically the typical phases of a company foundation (information procurement, business plan development, foundation, market entry, business valuation) with aid of different and interactive learning methods; - not only explain, but also apply start-up related concepts; - assess and evaluate the scope of strategic and entrepreneurial decisions not only in a national, but also in an international context; - illustrate basic methods of a quantitative empirical entrepreneurship research and adopt these methods to own empirical projects. 					
Key competencies:					
<ul style="list-style-type: none"> - Academic (empirical) research - Self-management and hands-on (practical) skills - Understanding of critical issues - Analytical skills 					
Description/Contents:					
<p>Course 1: Management of SME and young Entrepreneurs</p> <ol style="list-style-type: none"> 1. Introduction <ol style="list-style-type: none"> 1.1 Definition of SME / SME vs. MNE 1.2 Success and survival indicators 1.3 Success and survival factors 2. Business plan <ol style="list-style-type: none"> 2.1 Introduction 					

- 2.2 Business model
- 2.3 Target market
- 2.4 Goals and strategy
- 2.5 Performance and product portfolio
- 2.6 Marketing and Sales
- 2.7 Management, human resources and organization
- 2.8 Financial planning
- 3. Success factors
 - 3.1 Success and risk factors
 - 3.2 Particular success factors
 - 3.3 Success criteria
- 4. Growth
 - 4.1 Definition and statistics
 - 4.2 Growth models
 - 4.3 Growth strategies
 - 4.4 Growth fields
- 5. Internationalisation
 - 5.1 Internationalisation theories
 - 5.2 The different types of international new ventures: a latent class analysis
 - 5.3 Specific investments and choice of the foreign market entry mode of SME: moderating influence of knowledge-based and environmental mechanisms

Course 2: Interdisciplinary Business Game Simulation

- Business creation: from idea to market
- Typical phases of a company foundation (information procurement, business plan development, foundation, market entry, business valuation) shall be displayed realistically and simulated dynamically by the aid of a strategic interdisciplinary business game simulation
- Decisions will be systematically planned in advance and reflected ex-post

Course 3: Empirical Entrepreneurial Research

- 1. Research process
 - 1.1 Phases of the research process
- 2. Foundations of scientific research
 - 2.1 Explanation of fundamental terms: term, definition, theory, hypothesis
 - 2.2 The structure of “explanations”
 - 2.3 The question of causality
 - 2.4 Scientific theoretical hotspot
- 3. Concept specification, operationalisation and measurement
 - 3.1 Concept specification
 - 3.2 Operationalisation
 - 3.3 Measures: theoretical basics
 - 3.4 Measurement quality criteria
 - 3.5 Index and scale establishment
- 4. Research forms and research designs
 - 4.1 Internal validity/ noise
 - 4.2 (Quasi-) experimental designs
 - 4.3 Other designs and research forms
- 5. Selection of research units
 - 5.1 Random samples

- 5.2 Arbitrary and conscious selections
- 5.3 Representativeness
- 6. Techniques of data collection
 - 6.1 Surveys
 - 6.2 Interviews
- 7. Data collection and acquisition
 - 7.1 Establishment of a data matrix
- 8. Data analysis
 - 8.1 Descriptive/explorative data analysis
 - 8.2 Dealing with mistakes and outliers
 - 8.3 Factor analysis and reliability checks
 - 8.4 Hypothesis testing/significance tests
 - 8.5 Linear regression analysis
 - 8.6 Moderators and mediators
 - 8.7 Logistic regression analysis
 - 8.8 Meta analysis
 - 8.9 Structural equation models (SEMs)

Course 4: International Entrepreneurial Management

- A special situation: more and more small and young companies are active international markets not after several years of operation, but directly from the start
- The course illuminates how small and young companies can establish themselves and survive in an international setting
- Main Focus: resources endowments and abilities of entrepreneurial companies, as well as their strategies, tactics, and respective dependence on the institutional context of target countries.
- The analysis of international research studies is an integral part of the module.

Language:

The language of course 1-3 is German. The language of course 4 is English.

Teaching Methods:

Lectures, group work, case studies, self-study.

Module Applicability:

M.Sc. Business Administration; M. Sc. Economics; M.Sc. Business Chemistry; M.A. Art Mediation and Cultural Management.

Pre-requisites/Requirements:

Enrolled in "Business Administration", "Economics", "Business Chemistry" or "Art Mediation and Cultural Management" for a Master's degree. Expertise from the Bachelor's degree. Good to very good English skills, especially for course 4. For course 3 participants should have basic knowledge in statistics.

Examination Types:

Comprehensive examination in the form of a written exam at the end of the winter semester (120 min).

Requirements for Award of Credit Points:

Successful participation in the exam. The exam will be passed if the grade is at least „sufficient“(4,0).

Availability:

Course 1 and course 3 are (if not subject to change) offered each summer term, the courses 2 and 4 are (if not subject to change) offered each winter term. The module starts in the summer term.

Assessment:

This course will be graded and is part of the calculation for the overall grade of your master degree. Particular information concerning the calculation of the overall grade can be gathered in the respective examination regulations.

Person Responsible and Main Lecturer:

Prof. Dr. Christian Schwens and teaching/research assistants of the chair.

Further Information:

Further information can be found at the website of module responsible person (see above) as well as in ILIAS and HIS-LFS. Within this module, it is possible to write a project work (MQ04, MQ05 or MQV01).

State: 12.01.2018