

MW39: Corporate Entrepreneurship				Study Programme:	M
Module Type:	ECTS Credits:	Workload:	Study Semester:	Module Duration:	
Optional compulsory	8	240	2. and 4.	one semester	
Courses (HPW=hours per week):			Contact hours:	Independent study:	Planned group size:
Course 1: Corporate Entrepreneurship (2 HPW)			30h	90h	100
Course 2: Corporate Entrepreneurship – Exercise (2 HPW)			30h	90h	100
Intended Learning Outcomes (ILOs):					
By the end of the module, students will be able to: <ul style="list-style-type: none"> - recognize and describe the characteristics of entrepreneurial management in established companies; - assess and evaluate the relevance of entrepreneurial decisions in established companies; - evaluate the strategies chosen by companies concerning their potential for future competitive advantages 					
Key competencies:					
<ul style="list-style-type: none"> - working academically - working independently (and hands-on) - understanding complex situations/cases - analytical skills 					
Description/Contents:					
<p>Course 1: Corporate Entrepreneurship</p> <ol style="list-style-type: none"> 1. Introduction to corporate entrepreneurship 2. Fundamentals of corporate entrepreneurship <ol style="list-style-type: none"> 2.1 Dimensions of corporate entrepreneurship 2.2. Impact of corporate entrepreneurship on company success 3. Management approaches for establishing corporate entrepreneurship <ol style="list-style-type: none"> 3.1 Planning 3.2 Organization 3.3. Employees 3.4 Leadership 3.5. Control/Controlling 4. Change management <p>Course 2: Corporate Entrepreneurship – Exercise</p> <p>Course 2 as exercise class serves to deepen the understanding of course materials through case examples and practical problems; Course 2 is directly linked to course 1 with regards to content</p>					
Language:					

The language of courses 1 and 2 is German.
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. Background knowledge in line with completed B.Sc. Business Administration.
Examination Types:
Final examination in the form of a written exam (60 minutes)
Requirements for Award of Credit Points:
Successful final examination. The final exam is passed with a grade of at least 4.0 (“ausreichend”).
Availability:
Courses 1 and 2 will generally be offered each summer term.
Assessment:
This course will be graded and is part of the calculation for the overall grade of the master’s degree. More specific information concerning the calculation of the overall grade can be found in the examination regulations of your respective field of study.
Person Responsible and Main Lecturer:
Prof. Dr. Andreas Engelend and the academic staff of the chair of Management.
Further Information:
Further information can be found on the website of the responsible chair as well as on ILIAS and HIS-LSF. It is possible to write a project report (“Projektarbeit”; MQ06, MQV01).

Last updated: 18.01.2022