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| MW51: Practical Seminar New Enterprises | | | | Major: | M |
| Module type: | ECTS-Points: | Workload: | Studysemester: | Duration: | |
| Optional Compulsory | 8 | 240 | 2. or 4. | One semester | |
| Course (HPW = Hours per week): | | | Contact-time: | Self-study: | Planned Group-size: |
| Course 1 : Start-up Werkstatt (4 HPW) <i>or</i> Course 2 : Create Your Tech Startup (4 HPW) (Students have to decide on one course.) | | | 60h 60h | 180h 180h | 25 25 |
| Intended Learning Outcomes: | | | | | |
| <p>Course 1: After completing this module, students have the theoretical and practical knowledge of starting a company. The seminar provides useful knowledge about a company foundation based on an innovative business idea.</p> <p>After completing course one, students are able to</p> <ul style="list-style-type: none"> – recognize and evaluate existing problem areas in start-ups and to develop and test own solutions, – perceive and implement entrepreneurial opportunities – conduct a market analysis and market positioning, – develop and analyze business models and build up a startup. <p>Course 2: After completing course two, students are able to</p> <ul style="list-style-type: none"> – model, analyze, and discuss digital business models and its components, – assess the specific opportunities for and challenges of technology-based businesses, – create, plan, and implement novel tech startups, – pitch their startup idea in front of peers and experts, – present, assess, and give feedback to novel tech business models, – assess their entrepreneurial skills and – collaborate with interdisciplinary peers comprising various competences. | | | | | |
| Key competencies: | | | | | |
| <p>Course 1 / Course 2:</p> <ul style="list-style-type: none"> • Entrepreneurial thinking and acting • Teambuilding and cooperative work • Self-management, -organization and -motivation • Communicative abilities in interactive critical discourses • Commitment and willingness to learn • Oral expression | | | | | |

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| Description/Contents: |
| <p>Course 1: In this seminar, students not only study entrepreneurs, but become entrepreneurs. Based on their own ideas, students will learn how to create an innovation-based new venture in practical steps. Students will work in teams to launch companies, working through the issues of market analysis and competitive positioning. They will develop a prototype over the semester, which they will test on potential end-users. By the end of the semester students will try to convince relevant stakeholders of their company through an investor pitch.</p> <p>Course 2: Students explore the entrepreneurial process using a learning by doing methodology. The lecture and case study sessions provide and discuss tools and methods of creating, visualizing, and analyzing digital business models (e.g., business model canvas, lean startup, design thinking). In a group project, students transfer and apply those tools and methods to create, evaluate, plan, and pitch their own tech startup ideas.</p> |
| Language: |
| <p>Course 1: The course is taught in German. Course 2: The course is taught in English.</p> |
| Teaching methods: |
| <p>Course 1: Groupwork, self-study, presentations Course 2: Groupwork, self-study, presentations</p> |
| Module Applicability: |
| <p>Course 1 / Course 2: M.Sc. Business Administration, M.Sc. Economics, M.Sc. Business Chemistry, M.A. Art Mediation and Cultural Management</p> |
| Pre-requisites/Requirements: |
| <p>Admission to the master programs in Business Administration, Economics or Business Chemistry. Students can enroll in one of the two courses during their master program. Enrolling in both courses is not possible. An application procedure has to be successfully completed for the participation of the module.</p> <p>Course 1: Further information can be found on the homepage of the Chair of Entrepreneurship (ef.hhu.de) Course 2: Further information can be found on the homepage of the Chair of Digital Innovation and Entrepreneurship (die.hhu.de)</p> |
| Examination types: |
| <p>Course 1: Other examination, e.g. presentations, written assignments Course 2: Other examination, e.g. presentations, written assignments</p> |
| Requirements for Award of Credit Points: |
| <p>Successful participation in the exams. A module examination test is passed if the grade is at least "sufficient" (4.0).</p> |
| Availability: |
| <p>The module will be offered each summer term.</p> |

Person responsible and main Lecturer:

Course 1: Dr. Marisa Henn (Faculty of Business and Economics)

Course 2: Prof. Dr. Steffi Haag (Faculty of Mathematics and Natural Sciences)

Further information:

Course 1: Further information can be found at the website of the chair of Entrepreneurship (ef.hhu.de)

Course 2: Further information can be found at the website of the chair of Digital Innovation and Entrepreneurship (die.hhu.de)

Module version:

MW51

Stand: 27.09.2023