

Entrepreneurship and Innovation

Module Code: DLBBAEI_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Mirko Bendig (Entrepreneurship and Innovation)

Contributing Courses to Module

- Entrepreneurship and Innovation (DLBBAEI01_E)

Module Exam Type

Module Exam

Study Format: myStudies
Written Assessment: Written Assignment
Study Format: Distance Learning
Written Assessment: Written Assignment

Split Exam

Weight of Module

see curriculum

Module Contents

- Entrepreneurship
- The Entrepreneur
- The Entrepreneurial Process
- Innovation
- Planning, Business Models and Strategy

Learning Outcomes**Entrepreneurship and Innovation**

On successful completion, students will be able to

- understand the core principles of entrepreneurship.
- define the main characteristics of entrepreneurs as well as their motivations and their behavior.
- describe the entrepreneurial process with its different stages.
- recognize problems and negative side effects of entrepreneurship.
- define innovation and explain the innovation lifecycle.
- understand a business plan and what defines a business model.

Links to other Modules within the Study Program

This module is similar to other modules in the fields of Business Administration & Management

Links to other Study Programs of the University

All Bachelor Programmes in the Business and Management fields

Entrepreneurship and Innovation

Course Code: DLBBAEI01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

Course Description

Entrepreneurship and innovation are the basis and one of the driving forces of every economy. Entrepreneurship and innovation are of great importance in every phase of the economic development cycle. They are important drivers for competition, competitiveness and survival in globalized markets. In this module, students are familiarized with the ideas, motives and concepts of entrepreneurship. They also get an overview of the identification, evaluation and further development of innovations.

Course Outcomes

On successful completion, students will be able to

- understand the core principles of entrepreneurship.
- define the main characteristics of entrepreneurs as well as their motivations and their behavior.
- describe the entrepreneurial process with its different stages.
- recognize problems and negative side effects of entrepreneurship.
- define innovation and explain the innovation lifecycle.
- understand a business plan and what defines a business model.

Contents

1. Entrepreneurship
 - 1.1 Defining Entrepreneurship
 - 1.2 Benefits of Entrepreneurial Activity
 - 1.3 Types of Entrepreneurs
 - 1.4 Global Trends in Entrepreneurship
2. The Entrepreneur
 - 2.1 Defining Entrepreneur
 - 2.2 Characteristics of Entrepreneurs
 - 2.3 Entrepreneurial Motivation and Behavior

3. The Entrepreneurial Process
 - 3.1 Stages of the Entrepreneurial Process
 - 3.2 Venture Creation
 - 3.3 Creativity Management and Time Pressure
4. Innovation
 - 4.1 Defining Innovation
 - 4.2 Innovation Lifecycle
 - 4.3 Sources of Innovation
 - 4.4 Encouraging Entrepreneurship and Innovation
5. Planning, Business Models and Strategy
 - 5.1 Business Plan
 - 5.2 Designing a Business Model
 - 5.3 Developing a Business Strategy

Literature**Compulsory Reading****Further Reading**

- Bessant, J., & Tidd, J. (2015). Innovation and entrepreneurship. Wiley.
- Parker, S. C. (2018). The economics of entrepreneurship (2nd ed.). Cambridge University Press.
- Scarborough, N., & Cornwall, J. (2018). Essentials of entrepreneurship and small business management (Global ed.). Pearson Education.

Study Format myStudies

Study Format myStudies	Course Type Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Written Assessment: Written Assignment

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints® <input checked="" type="checkbox"/> Course Book <input type="checkbox"/> Vodcast <input checked="" type="checkbox"/> Shortcast <input checked="" type="checkbox"/> Audio <input type="checkbox"/> Exam Template	<input type="checkbox"/> Review Book <input type="checkbox"/> Creative Lab <input checked="" type="checkbox"/> Guideline <input checked="" type="checkbox"/> Live Tutorium/Course Feed <input type="checkbox"/> Reader <input checked="" type="checkbox"/> Slides

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes Course Evaluation: no
Type of Exam	Written Assessment: Written Assignment

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods	
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