Entrepreneurship and Innovation

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.

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| 1. Entrepreneurship | |
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| 2. The | Entrepreneur |
| 2.1 | Defining Entrepreneur |
| 2.2 | Characteristics of Entrepreneurs |
| 2.3 | Entrepreneurial Motivation and Behavior |

1. The Entrepreneurial Process
   1. Stages of the Entrepreneurial Process
   2. Venture Creation
   3. Creativity Management and Time Pressure
2. Innovation
   1. Defining Innovation
   2. Innovation Lifecycle
   3. Sources of Innovation
   4. Encouraging Entrepreneurship and Innovation
3. Planning, Business Models and Strategy

5.1 Business Plan

1. Designing a Business Model
2. Developing a Business Strategy