

BWL-Spezialisierung: “Entrepreneurship and Innovation Management”

Professur: Prof. Dr. Jörn Hendrich Block

Name of module: Entrepreneurship and Innovation Management I					
<i>Specialization: Entrepreneurship and Innovation Management</i>					
Code	Workload	Credits	Term	Frequency	Duration
	300 hrs	10	first term	each winter term	one term
1	Classes	Contact hours	Self-study	Expected size of cohort	
	a) Entrepreneurship	2-4 SWS / 30-60 hrs	90 - 180 hrs	60 students	
	b) Innovation Management	2-4 SWS / 30-60 hrs	90 - 180 hrs	60 students	
2	Learning Outcomes / Competences				
	<p>a) Classes “Entrepreneurship”: Students gain an in-depth understanding of the knowledge and skills required to find and exploit a business opportunity and to start a new venture.</p> <p>b) Classes “Innovation Management”: Students learn the basic concepts and processes of innovation management. The course covers innovation management from the perspective of start-ups, small businesses and large, established companies.</p> <p>In both the entrepreneurship and the innovation management classes, students will learn how to apply established concepts and tools to understand and solve problems in the business world. They will gain the competence to critically reflect on the suitability and application of established models, concepts, and tools in specific business contexts and to rationalize the choice of a particular approach to solve real-world problems. As both classes and the accompanying teaching materials are in English, students will improve their English language skills. Tutorial sessions and guest lectures by practitioners may be offered to deepen the knowledge about particular concepts.</p> <p>Core competencies: Analytical and problem-solving skills, ability to make fact- and evidence-based managerial decisions.</p>				

3	<p>Contents</p> <p>a) Classes “Entrepreneurship”: The classes cover interdisciplinary knowledge and skills required for the creation and development of new ventures. The classes thereby comprise topics such as entrepreneurial opportunity identification and exploitation, business model design, business planning, industry analysis, entrepreneurial finance, new venture marketing, venture growth, and venture exit. Tutorial sessions and guest lectures by practitioners may be offered to deepen the knowledge about particular concepts.</p> <p>b) Classes “Innovation Management”: The classes cover interdisciplinary knowledge and skills required for the management of innovations. It comprises topics such as innovation types, innovation processes, R&D management, open and user innovation, appropriation of innovation rents, patent and IP management, innovation marketing and innovation strategy. Tutorial sessions and guest lectures by practitioners may be offered to deepen the knowledge about particular concepts.</p>
4	<p>Teaching methods</p> <p>a) Lectures, with case studies, presentations, group work, and guest speakers b) Lectures, with case studies, presentations, group work, and guest speakers</p>
5	<p>Prerequisites</p> <p>formal prerequisites: none prior courses to be completed: none</p>
6	<p>Forms of examination</p> <p>Written exam (90 min) or coursework</p>
7	<p>Granting of credit points</p> <p>The students need to pass the written exam or coursework.</p>
8	<p>Use of module (in other degree schemes)</p> <p>Export from Business Administration to MSc degree schemes in Mathematics, Mathematics and Business, Sociology, Economics, Media Sciences, Political Sciences and Psychology.</p>
9	<p>Weight in overall mark</p> <p>10/120</p>
10	<p>Module representative and other lecturers</p> <p>Prof. Dr. Jörn Hendrich Block, research assistants, honorary professors, external lecturers and guest speakers</p>
11	<p>Further information</p> <p>The module is taught and examined in English.</p>

Name of module: Entrepreneurship and Innovation Management II

Specialization: Entrepreneurship and Innovation Management

Code	Workload 300 hrs	Credits 10	Term second term	Frequency each summer term	Duration one term
1	Classes	Contact hours	Self-study	Expected size of cohort	
	a) Research Seminar on Entrepreneurship and Innovation Management and b) Case Study Seminar on Entrepreneurship and Innovation Management or c) Business Project Seminar on Entrepreneurship and Innovation Management	2-3 SWS / 30-45 hrs	120-180 hrs	30 students	
		2-3 SWS / 30-45 hrs	120-180 hrs	30 students	
		2-3 SWS / 30-45 hrs	120-180 hrs	30 students	
2	Learning Outcomes / Competences				
	<p>a) The research seminar introduces students to the current academic literature on selected topics in entrepreneurship and innovation management. They will learn how to read, understand, and interpret an academic article. Further, the students will be exposed to an empirical exercise where they apply multivariate statistical methods to answer a research question. Finally, the students will learn how to conduct a comprehensive literature review on a given topic and summarize the results in a seminar paper. The research seminar serves the purpose of preparing the students to write a master thesis in the field of entrepreneurship and innovation management.</p> <p>b) The case study seminar uses case-based teaching methods to apply basic concepts of entrepreneurship and innovation management to real-world problems. The seminar is designed in an interactive format that promotes intensive classroom discussions based on industry examples. Students will have to present their solutions to the case studies in front of the class audience and thereby improve their communication and presentation skills. As some of the case studies shall be solved in groups, the seminar is also meant to promote team working skills. The case study seminar serves the purpose of preparing the students to solve real world business problems.</p> <p>c) The business project seminar confronts students with real-world problems from the fields of entrepreneurship and innovation management. Students will work on a (real) business project and thereby acquire project management skills. The project outcomes will be presented in the class and/or in front of a business partner. The results will be discussed afterwards in an interactive format.</p> <p>As both seminars and the accompanying teaching materials are in English, students will improve their English language skills.</p> <p>Core competencies: Analytical and problem-solving skills, ability to take fact- and evidence-based decisions, ability to independently pursue research projects, team working skills, empirical research skills, project management skills, and presentation skills.</p>				

3	<p>Contents</p> <p>a) Research Seminar: The research seminar confronts students with current academic literature in the fields of entrepreneurship and innovation management. Students will have to understand and interpret academic articles and answer a given research question by conducting an empirical analysis and/or a literature review. They will summarize the results of these efforts in a seminar paper.</p> <p>b) Case Study Seminar: The case study seminar is built on case studies from the fields of entrepreneurship and innovation management. Students will have to solve business questions attached to these cases and present their solutions by means of student presentations and short written case solutions. The solutions will be discussed in an interactive format in the classroom.</p> <p>c) Business Project Seminar: The business project seminar confronts students with real-world cases from the fields of entrepreneurship and innovation management. Students will have to solve business questions attached to these cases and present their solutions by means of student presentations and short seminar papers. The solutions will be discussed in an interactive format in the classroom and/or together with the business partner.</p>
4	<p>Teaching methods</p> <p>a) Seminar with empirical exercises, coursework, and writing of an academic seminar paper b) Seminar with case studies, presentations, group work, and guest speakers c) Seminar with business project(s), presentations, group work, and development of a project report</p>
5	<p>Prerequisites</p> <p>formal prerequisites: none</p>
6	<p>Forms of examination</p> <p>Written exam (90 min) or coursework</p>
7	<p>Granting of credit points</p> <p>The students should pass the written exam or the coursework.</p>
8	<p>Use of module (in other degree schemes)</p> <p>Export from Business Administration to MSc degree schemes in Mathematics, Mathematics and Business, Sociology, Economics, Media Sciences, Political Sciences and Psychology.</p>
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