Introduction to the specialization „Entrepreneurship and Strategic Management“

26th of October 2016

Prof. Dr. Jörn Block

Fachbereich IV, BWL – Winter term 2016/17
The chair

... left to right:

- Farooq Rehan (scholarship student)
- Guoqian Xi (scholarship student)
- René Andres, M.Sc. (research assistant)
- Christian Fisch (research assistant)
- Prof. Dr. Jörn Block (professor)
- Christopher Hansen (research assistant)
- Florian K. Hosseini (research assistant)
- Silvia Moyses-Scheingruber (research assistant)

- Gerti Weiß-Meerkamp (office management)
- Christian Masiak (scholarship student)

Not in the picture:

- Dr. Alexandra Moritz (research associate)
- Dr. Haibo Zhou (post-doc)
- Alexander Krieger (external doc. student)
- Prof. Dr. Thorsten Semrau (Professor of Management)
Teaching team in the Master

Prof. Dr. Jörn Block
block@uni-trier.de

Prof. Dr. Thorsten Semrau
semrau@uni-trier.de

Christian Fisch
cfisch@uni-trier.de

Dr. Alexandra Moritz
moritz@uni-trier.de
What we do (… in research)

• Our main research topics are:
  – Entrepreneurship, Start-ups
  – Innovation
  – Family firms, SMEs, Foundation-owned Firms
  – Corporate Governance
  – Corporate Social Responsibility

• Our research is mostly empirical and quantitative. We aim to publish our research in recognized journals.
Homepage “Professur für Unternehmensführung”

www.unternehmensfuehrung.uni-trier.de

Master Specialization “Entrepreneurship and Strategic Management”
• Founded in April 2016

• **Successor** of the Institut für Mittelstandsökonomie (INMIT e. V.)

• Embedded in the “**Wissenschaftsallianz Trier**”

• **Structure**: Strong link with the “Professur für Unternehmensführung” but also includes Prof. Mühlfeld (FB IV) and Prof. Ellwart (FB I)
Master Specialization “Entrepreneurship and Strategic Management”

Homepage: www.mittelstand.uni-trier.de

Facebook: Unternehmensführung und Mittelstand Universität Trier

Twitter: Mittelstand@UniTrier (@Mittelstand_UTr)

Homepage for Entrepreneurship and Strategic Management at Universität Trier

- Website: [www.mittelstand.uni-trier.de](http://www.mittelstand.uni-trier.de)
- Facebook: Unternehmensführung und Mittelstand Universität Trier
- Twitter: Mittelstand@UniTrier (@Mittelstand_UTr)
Job offers in “Region Trier”

- Matching between regional companies and students of Universität Trier
- Internships, entry-level jobs, etc.
- Job newsletter for students
Structure Master Program – General Management

**Masterthesis: 30 CP**
(field of study; independent of specialization)

- **Research Project 20 CP**
- **Basic-Module 10 CP**
  - Economic methods
  - Economic basic principles

- **Elective I**
  - 10 CP
  - Freely selectable

- **Module A**
  - 10 CP
  - From elective I

- **Elective II**
  - 10 CP
  - Freely selectable

- **Module A**
  - 10 CP

- **Module B**
  - 10 CP

- **Module B**
  - 10 CP
  - From elective II
Specialization: "Entrepreneurship and Strategic Management"

Module A: Fundamentals of ESM

- Winter term
  - Entrepreneurship and Innovation Management (Lecture + Tutorial)
  - Corporate Governance and Strategic Management (Lecture + Tutorial)

Module B: Advanced ESM

- Summer term
  - Case Study Seminar ESM
  - Research Seminar ESM

Research project

Masterthesis
Lecture „Entrepreneurship and Innovation Management“
Monday, 10.15h–11.45h, A9/10

Tutorial „Entrepreneurship and Innovation Management“
Thursday, 08.30h–10.00h, C9, Start 03.11.2016 (every second week)

Lecture „Corporate Governance and Strategic Management“
(Prof. Dr. Block)
Monday, 08.30h–10:00h, A9/10

Tutorial „Corporate Governance and Strategic Management“
Thursday, 08.30h–10.00h, C9, Start 10.11.2016 (every second week)
Module A: Fundamentals of ESM (1/2)

Overview
- Lecture “Entrepreneurship and Innovation Management” (Monday, 10.15–11.45h, A 9/10)
- Lecturer: Prof. Dr. Jörn Block, Christian Fisch (cfisch@uni-trier.de)
- Examination: Written exam, 50% of a 90 minutes exam
- Two compulsory readings per lecture
- Credits: 5 ECTS
- Open for everybody

Learning objectives

Entrepreneurship part
You’ll learn how to discover, evaluate, and exploit a business opportunity by starting a new venture.

Innovation part
You’ll gain an in-depth understanding about innovation management.

Content
- Characteristics of entrepreneurs
- Opportunity identification and exploitation, business models and business planning
- Venture growth, venture marketing, venture financing and venture exit
- Corporate entrepreneurship and intrapreneurship
- Innovation process, R&D management, open and user innovation
- Patent management and innovation strategy
Module A: Fundamentals of ESM (2/2)

Overview
• Lecture “Corporate Governance and Strategic Management” (Monday, 08.30–10.00h, A9/10)
• Lecturers: Prof. Dr. Jörn Block, Dr. Alexandra Moritz (moritz@uni-trier.de)
• Examination: Written exam, 50 % of a 90 minutes exam
• Two compulsory readings per lecture
• Credits: 5 ECTS
• Open for everybody

Learning objectives
Corporate governance part
You’ll learn the basic concepts and processes of how to govern, lead, and monitor firms.

Strategic management part
You’ll learn the fundamentals of strategic management.

Content
• Corporate Governance theory and comparative Corporate Governance
• Shareholder rights, executive compensation and Corporate Social Responsibility
• Leadership
• Resource and market-based view
• Competitive strategy, M&A’s and selected strategy tools
Master thesis (1/2): Structure

• You can start at the beginning of each term (summer term and winter term).
• You can find a list of topics on our homepage.
• Empirical theses are desirable.
• Mostly we work with regional companies as partners.
• Own topic suggestions are possible.
• Students who successfully completed our specialization have higher priority.
• To receive more information please visit our homepage.

1. Information
2. Registration
Master thesis (2/2): Some current partners

- alwitra
- CLEMENS TECHNOLOGIES
- AREND PROZESSAUTOMATION
- HAFEN TRIER
- Initiative Region Trier e.V.
- Handwerkskammer Trier
- Westeifel Werke
- Volksbank Trier eG
Job opportunities (1/2)
Job opportunities (2/2)

Our specialization qualifies for a large variety of job opportunities

• Founding your own business (also at a later point after some job experience)
• Working in an existing start-up
• Various functions in medium-sized enterprises and family firms
• Innovation and business development departments in large firms
• Working in a management consultancy
• …
Questions
Appendix

Outlook – Advanced ESM – Summer term
### Advanced ESM – Summer term

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<tr>
<th>Research seminar</th>
<th>Case study seminar</th>
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<td>• Exercise academic writing.</td>
<td>• Analyze and discuss complex management challenges.</td>
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<tr>
<td>• Develop and defend solutions and discuss them in a group setting.</td>
<td>• Apply theories and methods to practical management problems.</td>
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<tr>
<td>• Present own research in front of a large audience.</td>
<td>• Develop solutions to real business problems in a group-setting.</td>
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Master Specialization “Entrepreneurship and Strategic Management”
Module B: Advanced ESM

Overview

• Case study seminar “Entrepreneurship and Strategic Management”
• Lecturers: Prof. Dr. Jörn Block, Christian Fisch (cfisch@uni-trier.de), Dr. Alexandra Moritz (moritz@uni-trier.de) and others
• Examination: class participation and/or case hand-ins
• Credits: 5 ECTS
• Requirement: Successful completion of module “Fundamentals of ESM”

Learning objectives

• The case study seminar uses case-based teaching methods to apply basic concepts of entrepreneurship and strategic management to real-world problems.
• It is designed in an interactive format that promotes intensive classroom discussions based on industry examples.
• You’ll have to solve the business questions attached to these cases and present your solution by means of presentations and/or short seminar papers.
• The solutions will be discussed in an interactive format in the classroom.

Content

• The case study seminar is built on real-world cases from the fields of entrepreneurship, innovation management, corporate governance, and strategic management.
Module B: Advanced ESM

Overview
- Research seminar “Entrepreneurship and Strategic Management”
- Lecturers: Prof. Dr. Jörn Block, Christian Fisch (cfisch@uni-trier.de), Dr. Alexandra Moritz (moritz@uni-trier.de) and others
- Examination: presentation and/or seminar paper
- Credits: 5 ECTS
- Requirement: Successful completion of module “Fundamentals of ESM”

Learning objectives
- The research seminar introduces the students to the current academic literature on selected topics in entrepreneurship and strategic management.
- You’ll learn how to read, understand, and interpret an academic article.
- Further, you will be exposed to an empirical exercise where you apply multivariate statistical methods to answer a research question.
- The results will be summarized in a seminar paper and presented to the class audience.

Content
- The research seminar confronts the students with the current academic literature in the fields of entrepreneurship, innovation management, corporate governance, or strategic management.
## Research project

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<tr>
<td>• You can start at the beginning the summer term.</td>
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<td>• We don’t offer a research project every year.</td>
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<td>• Registration is centralized via PORTA.</td>
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<td>• To receive more information please visit our homepage from time to time.</td>
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<td>• The project requires team work.</td>
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<td>• You’ll learn how to read, understand, and interpret academic articles.</td>
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<td>• Further, you will be exposed to an empirical exercise where you collect data and apply multivariate statistical methods to answer a relevant research question.</td>
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<tr>
<td>• The results will be summarized in a research paper and presented to the class audience.</td>
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<th>Previous research projects</th>
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<tr>
<td>• Crowdfunding als Alternative in der Finanzierung junger Unternehmen</td>
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<tr>
<td>• Corporate Social Responsibility in Familienunternehmen</td>
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<td>• High-Tech Unternehmen in Deutschland</td>
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