

Course Title: Entrepreneurship and Business Model Innovation		
Modul Code	ECTS Credits: 2,5	
Lecturer Prof. Dr. Constanze Chwallek		
Teaching and Learning Methods		
Lecture/Tutorial:	3	time of presence per week (45 minutes)
Total contact hours / week:	3	time of presence per week (45 minutes)
Total contact hours / course:	20	hours
Preparation and post class work / course:	55	hours
Workload / course:	75	hours
Learning Outcomes		
<p>The students are able to recognise the essential success factors and patterns of innovative, promising, business models. They are also familiar with the Lean-Startup approach and its related methods (i.e. Business Model Canvas (BMC), Value Proposition Canvas (VPC), Minimal Viable Product (MVP) etc.) and are able to reflect on these and use them in a targeted manner. They are able to prepare a pitch deck and pitch their own Business Model at the end of the course.</p>		
Description of Content		
<ul style="list-style-type: none"> • Basics of the lean start-up approach and other current approaches in entrepreneurship • Analysis of business models of promising start-up companies • Workshop on idea generation (usually quite useful ideas always come out of this) • Development of own business models using selected lean start-up methods • Development and creation of a pitch deck • Final event: Pitch of own ideas <p>The course will be very interactive. There will be many workshops to ensure applicability.</p>		
Prerequisites		
Enthusiasm for Startups and innovative Business Models		
Exam		
<p>Two Part oral Präsentation (ca. 40 Min. per Team)</p> <p>a) Results of startup Analyses</p> <p>b) Pitch of the own Business Models</p>		
Literature and Lecture Notes		
1. Current literature will be provided during the lecture.		