

1	Modulname Business Development and Entrepreneurship
1.1	Modulkürzel 23500
1.2	Art Pflicht
1.3	Lehrveranstaltung Business Development and Entrepreneurship
1.4	Semester Semester 3
1.5	Modulverantwortliche(r) Dr. Fresl, Dr. Dannenberg, Dr. Neu
1.6	Weitere Lehrende
1.7	Studiengangsniveau Master
1.8	Lehrsprache Deutsch/Englisch
2	Inhalt Students will learn the major business concepts and theories and how to apply them to to real management situations For that the lecture will focus on how to • conduct a robust and insightful Market research and plan • tools to describe the innovation and value of a business concept (incubators and accelerators) • pitch a good idea • fund start-ups (Venture Capital) • profoundly find and describe the Sales-Strategy
3	Ziele Students are able to • word "Vision, Mission and Goals" as a strategy guardrail • identify the relevant market of your venture, focusing on value chain, core competencies and usage of tools to identify the competitive advantage of your business • perform an external analysis including Five Forces Model of Porter, PESTLE, Scenario and Strategic Group Analysis • show the results of the above analyses in your business plan by using tools such as portfolio-analysis and SWOT-analysis • explain how to make sure that the primary and secondary market research are intertwined and embedded in nicely told story line of your business plan • explain how financial backers such as Private Equity and other financial situations evaluate business plans and what they focus on

	to pitch the start-up-idea, that means to demonstrate orally and in writing their comprehension in the solution of case studies and also be able to analyse new start up cases as to probability of successful backing by C-level management/investment committees
4	Lehr- und Lernformen Vorlesung (V), Übung (Ü) Eingesetzte Medien: Kommunikationsmedien (u.a. elektronische Lernplattformen), Präsentationsmedien (u.a. Beamer, Whiteboard, Flipchart, Smartboard, Metaplan)
5	Arbeitsaufwand und Credit Points Gesamtarbeitsaufwand von 180 Stunden für 6 Credit Points (CP) Präsenzzeiten: 64 Stunden Selbststudium: 116 Stunden
6	Prüfungsform, Prüfungsdauer und Prüfungsvoraussetzung - Prüfungsleistung in der Regel in Form einer Hausarbeit. - Wiederholungsmöglichkeiten für die Prüfungsleistung bestehen im Folgesemester.
7	Notwendige Kenntnisse
8	Empfohlene Kenntnisse Organisation und Management
9	Dauer, zeitliche Gliederung und Häufigkeit des Angebots Jedes Semester
10	Verwendbarkeit des Moduls Das Modul umfasst ein Semester mit 4 SWS und wird einmal pro Semester angeboten.
11	Literatur Friend/Zehle: The Economist Guide to Business Planning Abrams: Successful Business Plan: Secrets & Strategies Wilhelms/Li: For Managers and Entrepreneurs: Strategic Management Rothaermel: Strategic Management: Concepts Fink/Vogelsang/Baumann: Existenzgründung und Businessplan – Ein Leitfaden für erfolgreiche Start-ups Dorf/Blank: Handbuch für Start-ups