### Entrepreneurship

<table>
<thead>
<tr>
<th>Department code:</th>
<th>Module name in German:</th>
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<tbody>
<tr>
<td>IBM7.2</td>
<td>Entrepreneurship</td>
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<thead>
<tr>
<th>Workload:</th>
<th>ECTS credits:</th>
<th>Semester:</th>
<th>Frequency of module:</th>
<th>Duration:</th>
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<tbody>
<tr>
<td>150 hours, made up of:</td>
<td>5 ECTS</td>
<td>7th semester</td>
<td>Winter semester</td>
<td>1 semester</td>
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<tr>
<td>72 contact hours</td>
<td></td>
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<tr>
<td>78 self-study hours</td>
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<tr>
<th>Module type:</th>
<th>Academic level:</th>
<th>Suitability of module:</th>
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<tbody>
<tr>
<td>Compulsory module</td>
<td>Bachelor's degree</td>
<td>Study programmes in the fields of business and economics</td>
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#### Learning outcomes:

Students will be able to experiment in international groups and assess their ability to independently operate a business. They can combine various strategic, financial and technical aspects in order to establish and internationalize new businesses. In doing so, students can organise international R&D collaboration arrangements, evaluate marketing strategies, develop business and financial plans, and incorporate aspects unique to the individual countries involved. Students will also be able to assess business ideas, compare and contrast development strategies, and recommend management strategies.

In group discussions and group work, students will be able to practice their ability to collaborate respectfully with each other. They can integrate themselves into a group, contribute and justify their own opinions. They will practice coordinating and organising their joint actions and become aware of alternative ways of contributing to viable solutions.

#### Module content:

- Fundamentals of entrepreneurship
- Entrepreneurship in both developed and emerging countries
- International comparison of the environment for business start-ups: Germany, Israel, USA
- Tools for developing business models
- Funding sources in Germany & the USA
- Scaling business models
- Business plan vs. lean start-up
- Industrial property rights in Germany, Europe & USA
- International market entry strategies
- Classifications of companies, such as ‘born global’ and ‘fast-growing gazelles’

#### Teaching and learning methods:

3 SWS seminar-type tuition
1 SWS practical tutorial

#### Module language:

English

#### Pre-requisites for studying this module:

- required: none

#### Type of examination:

Portfolio or oral interview

Assessment methods:

Graded

#### Requirements for awarding ECTS credits:

Student must pass module examination