

Entrepreneurship & Innovation Management					
Number	Workload	Credits	Semester	When offered	Duration
IMA 2.5	150 hrs	5 ECTS	2nd	Winter/summer semesters	1 semester
1	Coursework (hrs/week) a) Seminars: 3 b) Exercises: 1	Contact hours 4 hrs/week = 72 hrs		Self-study 78 hrs	Language English (German)
2	Learning outcomes Students will be able to compare and combine the theoretical and empirical principles of new-venture management and use case studies to demonstrate the application concepts for managing start-ups and early-stage companies. They will also be able to identify the different management requirements based on new venture type, develop lifecycle management processes, test them and assess their added value. In order to support innovative management styles, students will be able to evaluate and select the key elements of financing, development and licensing agreements for particular requirements.				
3	Course content Innovation management <ul style="list-style-type: none"> – Theory and empiricism – Principles of innovation management – The innovation process – Innovation and networks – Innovation and diffusion – Disruptive innovations Managing high-growth companies <ul style="list-style-type: none"> – New ventures in life sciences – Information technology and web-based start-ups – A comparison of lifecycle management in Germany and the United States – Innovation project analysis – A comparative look at the methods, forms and acquisition of venture capital in Europe and the United States – A comparison of financing term sheets in Germany and the United States – Foreign-market expansion strategies International new-product development <ul style="list-style-type: none"> – R&D management: requirements and differences in a legal and cultural context – Agile and Scrum project management – International patent law with a focus on Europe and the United States – Corporate venturing in Germany, Europe and the United States – Easy Access IP: a UK model as the basis for long-term international relationships – Open innovation as a global outsourcing model 				
4	Teaching methods Seminar-like instruction, exercises, working in groups, and case studies				
5	Course prerequisites				