

3.2.10. Entrepreneurship

SRH Hochschule Heidelberg International Business B.A.					
Module: Entrepreneurship					
5- Week block	Frequency	Pre requisites	Exam / Assessment	ECTS	Student Workload
One Five week block	Annually	None	Presentation (100%), report as a pre-condition	4 ECTS	Lectures 40 hours Self-study 60 hours Total of 100 hours
Course Overview					
<p>Recognizing and evaluating opportunities. Understand the importance of the idea for a product/service. Identify the different stages associated with a start-up business. Understand the importance of a tool like the Business Model Canvas. Developing the business model and a market-entry strategy. Understand the importance of the elevator pitch.</p>					
Course Structure and Objectives					
<p>The goal of the course is to go through the entrepreneurial process with its 3 phases, the Identification phase, the Development phase and the Realization phase. Each session includes some theoretical basics, group work and a presentation. The first and most important step is the finding of an idea (or ideas) worth to be worked on. The developing of the business comes next. The tool used in the course is the Business Model Canvas with its nine elements. Step by step these nine elements have to be discussed, worked out and presented. The result is the business model. The market entry strategy is a further key element of the course. The final steps are the finance plan and some thoughts about the legal structure. A further task is to discuss the elevator pitch for the project. The result of this has to be reported in writing as an executive summary The final exam is a presentation with the elements: Elevator pitch, story, business model canvas and the market entry strategy.</p>					
Key Word					
<p>Opportunity, entrepreneurial, intrapreneurial, cost drivers, investment size, business model, feasibility study, business model canvas, social competencies, intercultural skills, research proficiency, market entry, business plan, start-up, strategies, elevator pitch.</p>					
Literature					
<p>Osterwalder, A.; Pigneur, P.: Business Model Generation, 2010, John Wiley. Meyer, J.-U.: Das Edison Prinzip, 2. Aufl. 2014, Campus Verlag. Ries, E.: The Lean Startup, 2011, Porfolio Penguin.</p>					