
Academic Course

Entrepreneurship

Level of course unit: Bachelor (On-Campus and Online)

ECTS: 5

Language of Instruction: English

Course Dates:

- to be defined

Learning Outcomes:

After completing this course, you will have achieved the following learning objectives:

- ✓ You understand why entrepreneurial activities are important from a macroeconomic perspective and you are able to define and apply the central concepts of entrepreneurship
- ✓ You can distinguish entrepreneurship as a scientific discipline from others, you are familiar with different approaches of entrepreneurship research, and you can discuss these approaches critically.
- ✓ You are able to apply different theories and approaches about how entrepreneurial opportunities emerge in the context of the entrepreneurial process
- ✓ You know why (digital) business models and (digital) business model innovations are important for successfully exploiting entrepreneurial opportunities and you are able to analyze, discuss and design business models
- ✓ You can apply different approaches to entrepreneurial thinking and acting, particularly the approaches 'Effectuation' and 'Lean Startup' as well as associated principles or methods
- ✓ You can discuss why human capital is an important basis for entrepreneurial actions, and you understand the composition and functioning of entrepreneurial teams.
- ✓ You understand why financial capital is important for the entrepreneurial process, you understand the role of equity financing for new ventures and know the characteristics and motives of early-stage equity investors
- ✓ You are familiar with various methods for evaluating start-up companies and will be able to select and apply these methods
- ✓ You gain first insights into the field of corporate entrepreneurship as a special form of entrepreneurial

thinking and acting, and you will be able to explain what characterizes corporate entrepreneurship

Course Contents:

In this course we will discuss central topics of entrepreneurship. Entrepreneurship encompasses entrepreneurial thinking, decision-making and acting under conditions of risk or uncertainty, and thus is a process of discovering or creating, evaluating and exploiting an entrepreneurial opportunity, which can result in the creation of an innovative or technology-oriented venture.

In this course, we will focus on selected steps within the entrepreneurial process, starting with the emergence of an entrepreneurial opportunity (through e.g. digital technologies) as well as its evaluation by the entrepreneur. With the 'Effectuation' and the 'Lean Startup' approach, you will learn to apply two types of entrepreneurial thinking and decision-making as used by successful entrepreneurs in practice. In order to exploit an entrepreneurial opportunity within the entrepreneurial process, it is also necessary for the entrepreneur to procure appropriate resources - here we focus on human capital and financial capital as key resources. The successful exploitation of an entrepreneurial opportunity also requires a sustainable business model (at least for long-term success). Thus, one part of this course is dedicated specifically to the topic of (digital) business models. Since entrepreneurial thinking and action is not only practiced in the start-up context but also in established companies, you will also gain first insights into the topic of corporate entrepreneurship towards the end of this course. The content of the course is linked to current and practice-relevant topics; individual aspects of the course are therefore discussed using case studies. Thus, the overall objective of this course is to provide you with theories and concepts of entrepreneurial thinking and acting as well as to sharpen your own 'entrepreneurial mindset'.

Contact Person for registration:

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Application Deadline: January 31, 2022

Available Spots: 5

Fee: No