
Hidden Entrepreneurial Champions

Ulysseus Activity



Level of course unit: Bachelor/Master/PhD

ECTS: none

Language of Instruction: English

Course Dates:

online Webinar: 19.01.2023, 18:00 - 19:30 (course dates might change)

10. - 18.01.2023 (self-paced)

Learning Outcomes:

Fostering out-of-the-box thinking, in this seminar, we transfer the construct of the "hidden champions" to the context of entrepreneurship. Hence, world-famous and successful entrepreneurs as Steve Jobs, Richard Branson or Jeff Bezos take a back seat to making space for unknown but yet successful entrepreneurs. Are you ready to explore the hidden entrepreneurial champions? This course will give you the chance to do so.

The seminar is mainly designed in a self-paced online learning format. You will be equipped with relevant material upfront, which will help you to dive deeper into the world of the entrepreneurs. Your task is it, to identify one hidden champion and to present and discuss his/her idea, special features and success story in form of a screencast.

Through your active participation in this course, you will reach the following learning objectives:

- Students are aware of the theory of the hidden champions
- Students recognize successful entrepreneurs and are able to describe their characteristics
- Students are able to identify hidden entrepreneurial champions

Course Contents

- Introduction to and research on hidden champions theory with case study
- Introduction to and research on successful entrepreneurs and character traits of entrepreneurs
- Screencast preparation with presentation of a Hidden Entrepreneurial Champion

Contact Person for registration:

internationalcentre@ulyssseus.eu

Application Deadline: 31.08.2022

Available Spots: 3

Fee: EUR 20, 70 (Austrian Students' Union Fee)




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