

## MBS Summer School 2024, Module 1:

### Entrepreneurship and Innovation - Enhancing Access to Capital via Crowdfunding

#### Content:

Rapid technological change and digitization have led to the importance of highly innovative ventures for maintaining competitive advantage and economic growth. This implies that both startups and established firms need to entrepreneurially adapt their businesses and manage innovation processes. Moreover, these rapid changes have given rise to new alternative forms of venture finance. However, only entrepreneurs who are able to understand and manage the intricacies associated with these digitally-enabled forms of resourcing are able to utilize them effectively. Combined with entrepreneurial and intrapreneurial skills required to develop and manage innovation, these competencies are key to entrepreneurial and executive success in today's fast-moving, networked business world. Therefore, the focus of this course is to supply students with a deep understanding of the theoretical foundations of entrepreneurship and practical tools to create ideas targeting end customers (i.e., B2C), develop innovations and start and finance their own customer-oriented business in the digital age. Light is also shed on digital forms of resourcing, especially crowdfunding and crowd-interaction, competitive positioning and advantage in entrepreneurial firms as well as strategic dimensions of recent developments in the market such as digitalization and their implications for new ventures, family firms, and business models. Students will have the chance to understand and train these tools and topics while developing and presenting their own business idea as a team.

#### Learning outcomes:

Students will not only learn the theoretical foundations of entrepreneurship, crowdfunding, crowd interaction, and innovation management, but they will also learn practical approaches and tools. They will have the chance to apply these while developing and pitching their own business ideas hands-on, with a focus on a digital and crowdfunded environment. The learned skills allow entrepreneurs to successfully enter the market with their own businesses, but also enable "corporate entrepreneurs" to support existing firms in developing new products, services, and innovation strategies in order to stay ahead of the competition. The module is therefore suited for individuals thriving to engage in either innovative intrapreneurial thinking within existing companies or in setting up their own entrepreneurial ventures.

After the course, students will:

- Understand the fundamentals of entrepreneurship, crowdfunding, and innovation
- Gain insights into the German entrepreneurship landscape
- Attain an intuition for the impacts of digitalization on innovation and entrepreneurship
- Learn tools to generate and develop business ideas
- Be able to design and iterate business models based on the ideas to fill a lucrative niche
- Acquire a deep understanding of how to develop a business plan for acquiring (crowd-)funding
- Gain practical experience by applying the learnings to their own business idea and pitch
- Learn which objective criteria constitute a great pitch given stiff competition

<b>Prerequisites:</b>	A basic understanding of business foundations is helpful.
<b>Contact hours:</b>	30
<b>ECTS:</b>	3
<b>Form of assessment:</b>	Video Presentation, Pitch Presentation, Campaign & Business Plan
<b>Duration of module:</b>	24-28 June 2024
<b>Lecturer:</b>	Dr. Jan-Philipp Ahrens, Dr. Andrew Isaak, Dr. Baris Istipliler, Dr. Kateryna Nekit
<b>Language:</b>	English
<b>Range of application:</b>	Graduate and advanced undergraduate students