

## Summer School 2019, Module 2: Entrepreneurship and Innovation: Theoretical Foundations and Practical Approaches

### Content:

Today's economic landscape is mostly dominated by highly innovative ventures. These developments are driven through two major groups of players: Young entrepreneurial start-ups such as Tesla on the one hand and existing firms such as IBM but also Google with their intrapreneurial activities and innovation management on the other hand. Hence, these entrepreneurial and intrapreneurial skills, combined with state of the art innovation management, are seen as key competencies of founders and (future) top level executives in today's fast moving networked business world. Hence, 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 and start their own business. Light is also shed on competitive positioning and advantage, and strategic dimensions of recent developments in the market such as digitalization and their implications for new ventures and business models. Students will have the chance to understand and train these tools and topics while developing and presenting their own business idea in a team. Company visits to start-ups complement the lectures.

### Learning outcomes:

Students will not only learn the theoretical foundations of entrepreneurship and innovation but they will also learn practical approaches and tools (e.g., business model canvas, lean startup approach). They will have the chance to apply these insights hands-on by developing and pitching their own business ideas. The learned skills allow entrepreneurs to successfully enter the market with their own business but also enable "corporate entrepreneurs" to support existing firms in developing new products, services, and innovation strategies; helping them to stay ahead of competition. The module is thereby suitable for (future) executives thriving to put forward innovative intrapreneurial thinking within existing companies and for participants interested in setting up their own entrepreneurial ventures. Students will:

- Understand the fundamentals of entrepreneurship and innovation
- Gain insights into the German entrepreneurship landscape
- Discuss the impacts of a digital world on innovation and entrepreneurship
- Learn tools to find and develop business ideas
- Be able to design business models from the ideas
- Have a deep understanding on how to develop a business plan for acquiring funding
- Gain practical experience by applying their new knowledge to their own business idea and pitch

<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>	Presentation of business idea (30 %), Written exam 60 min. (70 %)
<b>Duration of module:</b>	July 1 - July 5, 2019
<b>Lecturer:</b>	Dr. Dennis Steininger
<b>Language:</b>	English
<b>Range of application:</b>	Graduate and advanced undergraduate students