

Summer School 2020, 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 in innovation management are seen as key competencies of founders but also (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 (e.g., artificial intelligence, big data) 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 hands-on apply these learnings for 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 digitalization 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 the learnings to their own business idea and pitch

Prerequisites:	A basic understanding of business foundations is helpful.
Contact hours:	30
ECTS:	3
Form of assessment:	Presentation of business idea and business plan (100 %)
Duration of module:	June 22 – 26, 2020
Lecturer:	Dr. Dennis Steininger
Language:	English
Range of application:	Graduate and advanced undergraduate students