Entrepreneurial Management

<table>
<thead>
<tr>
<th>Kennnummer</th>
<th>Workload</th>
<th>Credits/LP</th>
<th>Studiensemester</th>
<th>Häufigkeit des Angebots</th>
<th>Dauer</th>
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<tbody>
<tr>
<td>35MB3000</td>
<td>180 Std.</td>
<td>6</td>
<td>2</td>
<td>Each semester</td>
<td>1 Semester</td>
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1 Lehrveranstaltungen
a) Entrepreneurship  
b) Business Game

2 Sprache
a) English  
b) English

3 Kontaktzeit
a) 22,5 Std.  
b) 22,5 Std.

4 Selbststudium
a) 97,5 Std.  
b) 37,5 Std.

5 Geplante Gruppengröße
a) 15  
b) 15

2 Lernergebnisse/Kompetenzen

Wissen (1)
... ...be familiar with the process of how new enterprises are conceived, financed, organized, and managed
... ...know and apply the fundamental theory and principles of entrepreneurial management

Verständnis (2)
... ...discuss and comprehend the nexus between the entrepreneur and the business opportunity

Anwendung (3)
... ...apply financing methods for a new venture is planned and secured
... ...apply the planning of the marketing mix, the production capacities and investments, quantity and productivity of personnel, financial requirements

Analyse (4)
... ...analyze and calculate management accounting reports, financial results and competitors’ activities
... ...appraise organizational and managerial competences needed to compete in an environment of high uncertainty and change, including the connection between innovation and strategy

Synthese (5)
... ...explain how entrepreneurial ventures are managed throughout the phases of its development
... ...develop, compile and present a professional business plan

Evaluation / Bewertung (6)
... ...experience and evaluate links to business management by adopting a holistic approach
... ...interpret and learn to cope with complex decision-making in teams in uncertain situations through the use of a computer-based planning model

3 Inhalte
a) A process perspective is applied to approach the entrepreneurial phenomenon
   - how to generate ideas for a new venture
   - how to screen, evaluate, and develop a promising idea into a viable product or service concept
- linking opportunities to traits and characteristics of entrepreneurs
- how to finance the start-up
- how to compile a business plan that satisfies the requirements of banks and venture capitalists, and serves as a solid guideline for the further development of the venture
- the internet as a promising and exciting field for entrepreneurial activity
- create the new venture and position it to perform well in the long run by achieving and sustaining competitive advantage

b) Four to six decision phases ("periods") requiring management decisions concerning the following business functions:

- Marketing and Sales (marketing mix decisions)
- Purchasing/inventory management; production capacities and capital expenditure
- Research and development; human resource management
- Finance (planning of financial requirements and funding)
- Interpretation of management accounting reports and financial results
- Analysis of competitors’ activities and own company’s performance
- Group presentations on advertising concepts, presentation of company strategy, financial performance and outlook in an “Investors’ meeting” or “General Assembly”

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<tr>
<th>4</th>
<th>Lehrformen</th>
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<tbody>
<tr>
<td>a) Seminar</td>
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<td>b) Seminar</td>
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<tr>
<th>5</th>
<th>Teilnahmevoraussetzungen</th>
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<tbody>
<tr>
<td>- Fundamental knowledge of the main business functions (finance, marketing, strategy)</td>
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<tr>
<td>- Cross-references to various general management finance courses</td>
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<tr>
<th>6</th>
<th>Prüfungsformen</th>
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<tbody>
<tr>
<td>a) Graded Assessment 1H (Written Elaboration) (4 LP)</td>
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<td>b) Graded Assessment 1sbA (Practical Work) (2 LP)</td>
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<tr>
<th>7</th>
<th>Verwendung des Moduls</th>
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<tr>
<td>International Business Management M.BA (MBA)</td>
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<tr>
<th>8</th>
<th>Modulbeauftragte/r und hauptamtlich Lehrende</th>
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<tbody>
<tr>
<td>Prof. Dr. Michael Lederer (Module Responsible)</td>
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</table>
9 Literatur

a) Storey/Greene: Small Business and Entrepreneurship, FT Prentice Hall, 2010
   Kaplan/Warren: Patterns of Entrepreneurship Management, Wiley, 2010
   Baron/Shane, Entrepreneurship. A Process Perspective, Thomson/South-Western, 2005
   Wickham, Philip A.: Strategic Entrepreneurship, FT Prentice Hall, 2006
   Sahlmann, William F: How to write a great Business Plan, HBR

b) Participants' Manual TOPSIM “General Management II”