



## Courses taught in English at the Faculty of Economic Sciences

<b>Module No.: M.WIWI-WIN.0011</b>  <b>Title: Entrepreneurship 1</b>	<b>Credits: 6</b>
<b>Course Content:</b>  Objectives/skills: The lecture covers economic relevant aspects in the foundation of an enterprise resp. leadership of an start-up business. Planned focus: Foundation of an enterprise and characteristics (product/service), foundation analysis (market, unique features of the value proposition, distribution channels, distribution strategies and selling, scalability of the business and financing options). In the end of the lecture the students should have acquired the coherences between the business concept, product design, market size and financing options and be familiar with basic factors which influence the start-up business.	<b>Course Type:</b>  Seminar

<b>Recommended Prerequisites:</b>  none	<b>Exam:</b>  Presentations 2C Seminar paper 4C
<b>Recommended Semester:</b>  2nd-3rd Master semester	<b>Cycle:</b>  Every winter term
<b>Literature:</b>  See homepage of chair of information management.	<b>Lecturer:</b>  Dr. Erik Oldekop Prof. Dr. Lutz Maria Kolbe