

Overview of Entrepreneurship training at Hochschule Esslingen–University of Applied Sciences

Module	Semester	Contents	Certificates
I	3	Entrepreneurship – skills: the entrepreneur’s personality Learn how to coach yourself: know your identity, cope with stress, planning your career, competences of an entrepreneur, management methods	Precondition for participation in modules II-IV Participation certificate
II	4	Challenge „Autonomy“ – Business Economics External experts procure theoretical basics including practical examples (Finance and cost accounting, cost calculation, balance sheet analysis, business processes, Marketing, capital investment and financing)	Modules 2 + 3 + 4 = total equivalent 6 hours per Semester Graded test results + Certificate
	5	Internship	
III	6	Business Plan - the Company Roadmap Tools, skills and tips to set-up your own Business Plan (Fiscal law, financing instruments, government aid, transfer-planning, creativity workshop, Business simulation game „TOPSIM-Start-Up! Service“ or „General Management II“)	
IV	7	Project: Writing the Business Plan Learning by doing: independent creation of own Business Plan, coached by external experts. Written elaboration and oral public presentation of business case (business start-up, new business unit, new product, taking over a company)	