

**Module 5216 Entrepreneurial Management**

1	<b>Module Number</b> 5216	<b>Study Programme</b> IM (MBA)	<b>Semester</b> 2	<b>Offered in</b> <input type="checkbox"/> WS <input checked="" type="checkbox"/> SS	<b>Duration</b> 1 semester	<b>Module Type</b> Compulsory	<b>Workload (h)</b> 180	<b>ECTS Points</b> 6
2	<b>Courses</b>		<b>Teaching and Learning Forms</b>		<b>Contact Time</b>		<b>Self-Study Time</b>	<b>Language</b>
					<b>(SWS)</b>	<b>(h)</b>	<b>(h)</b>	
	a) Corporate Governance and Business Ethics		Lecture, tutorial		2	30	30	English
	b) Business Law		Lecture		2	30	30	English
	c) Entrepreneurship and Innovation Strategies		Lecture, start-up visits		4	60		English
3	<p><b>Learning Outcomes and Competences</b> Once the module has been successfully completed, the students</p> <p><b>Knowledge and Understanding</b></p> <ul style="list-style-type: none"> <li>understand the importance of values and corporate governance for personal and corporate success (Corporate Governance and Business Ethics)</li> <li>have a basic understanding of commercial legal relations, in particular with respect to trans-border transactions in Common Law and Civil Law Systems (Business Law)</li> <li>are able to set up a framework for successfully establishing a new business (Entrepreneurship and Innovation Strategies)</li> </ul> <p><b>Use, Application and Generation of Knowledge</b></p> <p><i>Use and Transfer</i></p> <ul style="list-style-type: none"> <li>become familiar with core principles of making tough ethical decisions</li> <li>are able to develop risk management solutions from different viewpoints (e.g. seller/purchaser, licensor/licensee)</li> </ul> <p><i>Scientific Innovation</i></p> <ul style="list-style-type: none"> <li>create their own framework for analysing ethical dilemmas</li> <li>evaluate, develop and implement business ideas</li> </ul> <p><b>Communication and Cooperation</b></p> <ul style="list-style-type: none"> <li>present methodical contents and discuss them, e.g. ethical dilemmas (e.g. stemming from digital business solutions)</li> <li>present benefits of international cooperation, uniform laws and harmonization of laws</li> </ul> <p><b>Scientific Self-Conception/ Professionalism</b></p> <ul style="list-style-type: none"> <li>evaluate moral values and their role in guiding conduct</li> <li>derive recommendations for decisions from an ethical and legal perspective on the basis of the existing laws</li> </ul> <p><b>Methods</b></p> <ul style="list-style-type: none"> <li>lectures, interactive learning by discussion, exchange of experience, participant presentations, case studies and workshop, company visits, flipped-class</li> </ul>							
4	<p><b>Contents</b> The module covers the following three courses:</p> <ul style="list-style-type: none"> <li>Corporate Governance and Business Ethics: Delegation tools, fair leadership process, challenging leadership situations current engagement studies into business world and ethical dilemmas</li> <li>Business Law: Formation of contracts, breach of contract etc., corporate structures, mergers &amp; acquisitions (M&amp;A), joint ventures</li> <li>Entrepreneurship and Innovation Strategies: The spirit of Entrepreneurship, entrepreneurs master Innovations, selected key topics for entrepreneurs</li> </ul> <p>Although the self-study part seems low there are exercises and presentations of the students during the contact hours</p>							
5	<p><b>Participation Requirements</b> recommended: Participants have knowledge of the foundations of the modules "Marketing, Sales and Economics", "Finance" and "Organizational Behaviour and Strategy"</p>							

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6	<p><b>Examination Forms and Prerequisites for Awarding ECTS Points</b></p> <ul style="list-style-type: none"> <li>• Corporate Governance and Business Ethics: Certificate of attendance non-graded (Class attendance of more than 80 %)</li> <li>• Business Law: Project work graded</li> <li>• Entrepreneurship and Innovation Strategies: Project work graded</li> </ul> <p>Because of the variety of topics in this module all exams must be passed in order to receive the ECTS for the whole module</p>
7	<p><b>Further Use of Module</b></p> <p>This module lays the foundation for module “General Management” and “Master’s Thesis”</p>
8	<p><b>Module Manager</b></p> <p>Prof. Dr. Michael Flad</p>
9	<p><b>Literature</b></p> <p>Please see the specific course descriptions</p>
10	<p><b>Last Updated</b></p> <p>26.10.2019</p>