

MODULE MANUAL

M.Sc. MEsIM

Module Manual - MEsIM

International Master

»Entrepreneurship and Innovation Management« MEsIM

Table of contents

Inhaltsverzeichnis

MODULE MANUAL - MESIM	1
FOREWORD	2
STARTUP BUILDING 1: MARKET OPPORTUNITY & BUSINESS IDEATION	3
STARTUP BUILDING 2: (ENGINEERING) DESIGN AND EARLY-STAGE PROTOTYPES TO MARKET PLANNING	5
STARTUP BUILDING 3: DEVELOPED PRODUCTS TO COMPANY DESIGN	7
M2 INTERCULTURAL ONBOARDING & RESEARCH	9
M3 ENTREPRENEURSHIP AND INNOVATION FUNDAMENTALS	11
M4 PRODUCT DEVELOPMENT AND CUSTOMER RESEARCH.....	13
M5 INTERCULTURAL LEADERSHIP & RESEARCH (MOBILITY)	15
M6 MARKETING AND SUSTAINABILITY	17
M7 COMPANY STRUCTURING	19
M 8.1 ELECTIVES	21
M8.2 ELECTIVES	22
M8.3 ELECTIVES	23
M9 MASTER THESIS (INCL. DEFENCE).....	24

Foreword

Dear students,

The Master of Science Entrepreneurship and Innovation Management prepares you for your future career in startup founding as well as for a startup, management, consulting, and leadership role through interdisciplinary and international education. The structure of the program offers an international education in the areas of engineering, sustainability, AI, team building in and with international partners and thus provides you with an optimal education that enables you to work in the most diverse areas of the most current topics in the global economy.

Our aim is to combine your existing business knowledge with digital change and to deepen your existing knowledge. Continuous digitalization is creating many new markets that require management positions that can shape the ongoing digital transformation and have the necessary core competencies.

You will learn to use new information technologies effectively, expand your communication skills, plan, design and implement your own projects, learn to integrate innovative ideas into business processes and expand your technical skills to work effectively in the constantly growing global economy.

Master Entrepreneurship and Innovation Management

Course Unit Title	Code
Startup Building 1: Market Opportunity & Business Ideation	M1.1

compulsory	x	semester of study	1	scope of teaching*	5 SWS
compulsory optional	-	winter semester	x	workload	240h
elective	-	summer semester	-	ECTS	8

Examination

Research Projekt, Presentation, E-Portfolio

Module Responsible / Name of Lecturer(s)

Faculty from GJU and h2

Lectures	Form of Teaching	Contact Hours	Self-Study
Start Up Building 1, Scientific Project	Blended	65h	175

Duration of Study:

One semester.

Allocation of workload hours:

- Presence time in lectures, exercises, and presentations: 30 hours
- Self-study during the semester
- Exam preparation

By the end of this module, the student will be able to:

- Identify market opportunities that fulfill market gaps using **ideation** and design thinking methods.
- Evaluate the industry, industry maturity, and industry trends relevant to the startup products and services.
- Develop (engineering) design concepts for the startup product or service.
- Evaluate different design concepts and select the best based on benchmarking standards and criteria.
- Demonstrate entrepreneurial thinking and problem-solving abilities.

Course Contents

This course has a project-based structure and is the first of a three-series startup building project. Students in this course cover ideation, design thinking, and market opportunity identification methods. Moreover, industry analysis and benchmarking methods are outlined and applied to the students' innovations. Components from value engineering, reverse engineering, and quality engineering are integrated into the concept development. Moreover, the engineering design process is employed to define product specification and architecture. Meanwhile, early-stage idea and concept evaluation methods are outlined. The content is complemented with seminars and guest speakers from the entrepreneurship ecosystem and provide exposure to role models in the field.

Recommended or Required Reading

- Kaufman, James C., and Robert J. Sternberg, eds. *"The Cambridge handbook of creativity"*. Cambridge University Press, 2010.
- Osterwalder Business Model generation
- Osterwalder, Alexander, et al. *Value proposition design: How to create products and services customers want*. Vol. 2. John Wiley & Sons, 2015.
- Christensen, Clayton, et al. "Competing against luck." *The story of innovation and customer choice. First edition*. New York, NY: HarperBusiness an imprint of HarperCollins Publishers (2016).
- Angelsberger, M., Kraus, S., Mas-Tur, A., & Roig-Tierno, N. (2017). International opportunity recognition: an overview. *Journal of Small Business Strategy* (archive only), 27(1), 19-36.
- Christensen, C. M., Hall, T., Dillon, K., & Duncan, D. S. (2016). *"Know your customers' jobs to be done"*. *Harvard business review*, 94(9), 54-62.
- Glitza, C., Hamburger, R. S., & Metzger, M. (2019). *"Hands on Design Thinking"*. Vahlen.
- Rösch, N., Tiberius, V., & Kraus, S. (2023). *"Design thinking for innovation: context factors, process, and outcomes"*. *European Journal of Innovation Management*, 26(7), 160-176.

Prerequisites and Corequisites

None.

Language of Instruction

English.

Master Entrepreneurship and Innovation Management

Course Unit Title	Code
Startup Building 2: (Engineering) Design and Early-Stage Prototypes to Market Planning	M1.2

compulsory	x	semester of study	2	scope of teaching	5 SWS
compulsory optional	-	winter semester	-	workload	240h
elective	-	summer semester	x	ECTS	8

Examination

Research Project, Oral Examination 20', E-Portfolio

Module Responsible / Name of Lecturer(s)

Faculty from GJU and h2

Lectures	Form of Teaching	Contact Hours	Self-Study
Startup Building 2: Engineering Design and Early-Stage Prototypes to Market Planning	Blended	65h	175h

Duration of Study:

One semester.

Allocation of workload hours:

- Presence time in lectures, exercises, and presentations: 45 hours
- Self-study during the semester
- Exam preparation

Learning outcomes:

By the end of this module, the student will be able to:

- Utilize strategic thinking and decision-making skills by critically evaluating concepts
- Design early-stage prototypes
- Make use of analytical skills to refine and improve their concepts, designs, and prototypes based on feedback and iterative processes
- Demonstrate problem-solving abilities in real-world entrepreneurial scenarios.
- Design experiments and pilot studies for market data collection and analysis.
- Model a business economic structure.

Course Contents

This course is a project-based structure and is the second of a three-series startup building project. The course bridges the engineering design and prototyping stages with the market planning stage for the startup project. In this course, product design and development activities are undertaken, and early-stage alpha prototypes are developed. Strategic thinking and decision-making methods are employed to evaluate concepts and prototypes. The course focuses on the startup development through defining implementation and process requirements, business model assessment, agile development, and lean start-up approaches. Moreover, market research and segmentation are performed for the startup, and problem-solving abilities in real-world entrepreneurial scenarios are integrated for startup viability testing. Lastly, the economic structure of the startup is explored by defining revenue streams and cost sources.

Recommended or Required Reading

- Bland, David J., and Alexander Osterwalder. Testing business ideas: A field guide for rapid experimentation. Vol. 3. John Wiley & Sons, 2019.
- Kalbach, James. Mapping experiences. O'Reilly Media, 2020.
- Evans, Vaughan. The Financial Times Essential Guide to Writing a Business Plan: How to win backing to start up or grow your business. Pearson UK, 2022.

Prerequisites and Co-requisites

Startup Building 1: Market Opportunity to Engineering Concepts (prerequisite)

Language of Instruction

English.

Master Entrepreneurship and Innovation Management

Course Unit Title

Startup Building 3: Developed Products to Company Design

Code

M1.3

compulsory	x	semester of study	3	scope of teaching	5 SWS
compulsory optional	-	winter semester	x	workload	240h
elective	-	summer semester	-	ECTS	8

Examination

Research Project, Homework, E-Portfolio

Module Responsible / Name of Lecturer(s)

Faculty from GJU and h2

Lectures	Form of Teaching	Contact Hours	Self-Study
Start Up Building 3	Blended	65h	175h

Duration of Study:

One semester.

Allocation of workload hours:

- Presence time in lectures, exercises, and presentations: 45 hours
- Self-study during the semester
- Exam preparation

Learning outcomes:

By the end of this module, the student will be able to:

- Demonstrate advanced strategic planning skills by creating comprehensive plans for the beta-stage prototypes, including financial projections, company structuring, and milestone identification.
- Integrate diverse perspectives and insights to develop robust strategies for business growth.
- Analyze financial data, make informed decisions,
- Optimize resource allocation to support the development and scaling of startup ventures.
- Synthesized project elements into comprehensive business plans
- Engage with potential investors, showcasing their ability to articulate the vision, value proposition, and potential of their startup projects.

Course Contents

This course is project-based and is the final of a three-series startup building project. Here the planning function is a major focus, and beta-stage prototypes are developed. Financial plans and projections will be made. Company Structuring and description will be developed. In this stage roles and responsibilities of startup founders are determined and milestones identified. Moreover, scaling methods are discussed. Lastly, business plan preparation, dissemination, and investor engagement are elaborated. The aforementioned content is complemented with seminars and guest speakers from the entrepreneurship ecosystem providing exposure to role models in the field.

Recommended or Required Reading

Keywords: Intercultural Competencies, Team Competencies and Communication, Conflict Management

References:

- Rocha, H. O., Audretsch, D. B., & Birkinshaw, J. (2013). Concepts of entrepreneurship. Edward Elgar Publishing Limited.
- Ries, E. (2011). The lean startup. New York: Crown Business, 27, 2016-2020.
- Maurya, A. Running lean: Iterate from Plan A to a Plan That Works, 2012. O'Reilly Media.
- Maurya, A. (2016). Scaling lean: Mastering the key metrics for startup growth. Penguin.
- Parker, S. C. (2018). The economics of entrepreneurship (2nd ed.). Cambridge University Press.

Prerequisites and Co-requisites

Startup Building 2: Engineering Design and Early-Stage Prototypes to Market Planning (prerequisite)

Language of Instruction

English.

Master Entrepreneurship and Innovation Management

Course Unit Title				Code	
M2 Intercultural Onboarding & Research				M2	
compulsory	x	semester of study	1	scope of teaching	3 SWS
compulsory optional	-	winter semester	x	workload	120 h
elective	-	summer semester	-	ECTS	4

Examination

Homework

Module Responsible / Name of Lecturer(s)

Faculty from the h2 (Prof. Dr. Michael Herzog)

Lectures	Form of Teaching	Contact Hours	Self-Study
Intercultural Onboarding and Ethics, Lecture	hybrid	52h	68h

Duration of Study:

One semester.

Allocation of workload hours:

- Presence time in lectures, exercises, and presentations: 15 hours
- Self-study during the semester
- Exam preparation

Learning outcomes:

By the end of this module, the student will be able to:

- Understand the importance of diverse cultural perspectives in a professional context and reflect on ethical issues.
- Develop effectively diverse teams, reflect on their team building and team-communication with regards working in virtual environments.
- Plan and moderate group collaboration, presentations, and discussions and mediate in conflict situations.
- Professionally disseminate for international and interdisciplinary target audiences.

Course Contents

In this course, the primary objective is to foster an understanding of intercultural dynamics, enhance team-building skills, and develop a strong foundation for international and interdisciplinary collaboration in a professional setting. It includes interactive learning activities to encourage collaboration and discourse on familiarity and differences among participants from diverse cultural and technical backgrounds. Students will practice the ability to formulate concepts for interdisciplinary and intercultural target audiences through communicative actions in universal groups. Conflict management and conflict resolution methods will be outlined using current global examples (global warming, Fridays for Future, vaccination debates, etc.).

Recommended or Required Reading

- Hartmann-Piradeau, Andrea. *Mediators in the Leading Role-Understanding and Actively Managing Mediation*. Springer Nature, 2022.
- Hofstede, Geert, Gert Jan Hofstede, and Michael Minkov. *Cultures and organizations: software of the mind: intercultural cooperation and its importance for survival*. McGraw-Hill, 2010.
- Gallo, Carmine. *The presentation secrets of Steve Jobs: How to be insanely great in front of any audience*. 2019.
- Matveev, Alex. "Intercultural competence in organizations." *Management for Professionals* 10 (2017): 978-3.
- Wildman, Jessica L., and Richard L. Griffith, eds. *Leading global teams: Translating multidisciplinary science to practice*. Springer, 2014.

Prerequisites and Co-requisites

None.

Language of Instruction

English.

Master Entrepreneurship and Innovation Management

Course Unit Title	Code
M3 Entrepreneurship and Innovation Fundamentals	M3

compulsory	x	semester of study	1	scope of teaching	4 SWS
compulsory optional	-	winter semester	x	workload	180h
elective	-	summer semester	-	ECTS	6

Examination
Written Exam 120`
Responsible Lecturer(s)
Faculty From GJU

Lectures	Form of Teaching	Contact Hours	Self-Study	ECTS
Entrepreneurship and Innovation Fundamentals	Physical	52h	128h	6

Duration of Study:

One semester.

Allocation of workload hours:

- Presence time in lectures, exercises, and presentations: 30 hours
- Self-study during the semester
- Exam preparation

Learning outcomes:

By the end of this module, the student will be able to:

- Analyze and evaluate innovation- and entrepreneurial strategies, social innovation, and sustainability-led innovation.
- Estimate opportunities and assess the viability of different entrepreneurial and innovation-management approaches.
- Determine the necessary competencies and resources required to translate innovative ideas into successful entrepreneurial ventures.
- Demonstrate an understanding of coping mechanisms for managing uncertainty and risk in the entrepreneurial journey.

Course Contents

The course gives an introduction into Innovation and Entrepreneurship domains from both a conceptual and practical perspective. The innovation imperative, sources of innovation, and different innovation tools are illustrated. Moreover, the development of innovation research from different dimensions such as product, product system, product performance, process, supply chain, etc. are explored. The different types and stages of entrepreneurial activity are broken down. The course takes student through the process of creating new products and services starting from the creativity stage to the innovation stage, to the entrepreneurial stage. The course also covers innovation and entrepreneurship from multiple angles using real world examples and case studies. Finally, the necessary competencies and resources entrepreneurs need to bring innovative ideas to life are taught.

Recommended or Required Reading

- Rocha, Héctor O., David B. Audretsch, and Julian Birkinshaw. *Concepts of entrepreneurship*. Edward Elgar Publishing Limited, 2013.
- Ries, Eric. "The Lean Startup. New York, NY: Crown Business Division." (2011).
- Maurya, A. "Lean Running, Iterate from Plan A to a Plan That Works." *O'Reilly Media*. 2012.
- Maurya, Ash. *Scaling lean: Mastering the key metrics for startup growth*. Penguin, 2016.
- Silverstein, David, Philip Samuel, and Neil DeCarlo. *The innovator's toolkit: 50+ techniques for predictable and sustainable organic growth*. John Wiley & Sons, 2012.
- Glitza, Conrad, Rosa-Sophie Hamburger, and Michael Metzger. *Hands on Design Thinking*. Vahlen, 2019.
- Freudenthaler-Mayrhofer, Daniela, and Teresa Sposato. *Corporate Design Thinking: Wie Unternehmen ihre Innovationen erfolgreich gestalten*. Springer-Verlag, 2017.
- Parker, S. C. (2018). *The economics of entrepreneurship* (2nd ed.). Cambridge University Press.

Prerequisites and Co-requisites

Startup Building 2: Engineering Design and Early-Stage Prototypes to Market Planning (prerequisite)

Language of Instruction

English.

Master Entrepreneurship and Innovation Management

Course Unit Title

M4 Product Development and Customer Research

Code

M4

compulsory	x	semester of study	1	scope of teaching	5 SWS
compulsory optional	-	winter semester	x	workload	180h
elective	-	summer semester	-	ECTS	6

Examination

Written Exam 120'

Module Responsible / Name of Lecturer(s)

Faculty from GJU

Lectures	Form of Teaching	Contact Hours	Self-Study
Product Development and Customer Research	Physical? Blended?	65h	115h

Duration of Study:

One semester.

Allocation of workload hours:

- Presence time in lectures, exercises, and presentations: 45 hours
- Self-study during the semester
- Exam preparation

Learning outcomes:

By the end of this module, the student will be able to:

- Design and develop products using product development methods.
- Interpret, prioritize, and translate market needs into product design specifications.
- Formulate development and operational plans that will map product evolution from idea to product launch.
- Adapt evidence-based methods for various problem-solving.
- Support bringing products and services to the market with relevant ethical stances.

Course Contents

This course covers the product development process for bringing a new product to market or renewing an existing product. This is done by integrating of the ideation, design, and manufacturing and fabrication functions of organizations in creating innovative products. Moreover, the voice-of-customer and jobs-to-be-done mentalities are translated into the product architecture, specifications, material selection, and fabrication methods. Competitive benchmarking methods, such as reverse engineering, are utilized. The iterative process between digital designs and physical prototypes are explained, and different prototyping methods, such as concept, looks-like, works-like, and engineering prototypes are differentiated and clarified. Lastly, the course covers methods for managing project scope, schedule, resources, and project life cycle.

Recommended or Required Reading

- Barkley, Bruce. "Project-Management-in-New-Product." (2021).
- Trott, Paul. *Innovation management and new product development*. Pearson education, 2008.
- Crawford, Merle, and Anthony Di Benedetto. *New products management*. McGraw-Hill, 2015.

Prerequisites and Co-requisites

None.

Language of Instruction

English.

Master Entrepreneurship and Innovation Management

Course Unit Title	Code
M5 Intercultural Leadership & Research (Mobility)	M5

compulsory	x	semester of study	2	scope of teaching	2 SWS
compulsory optional	-	winter semester	-	workload	90h
elective	-	summer semester	x	ECTS	3

Examination
Term Paper

Module Responsible / Name of Lecturer(s)
faculty from h2

Lectures	Form of Teaching	Contact Hours	Self-Study
Leadership Seminar	physical	26h	64h

Duration of Study:

One semester.

Allocation of workload hours:

- Presence time in lectures, exercises, and presentations: 15 hours
- Self-study during the semester
- Exam preparation

Learning outcomes:

By the end of this module, the student will be able to:

- Understand and apply the different concepts and approaches of Leadership.
- understand and interpret organizational behavior in various contexts.
- understand the specifics of global, international, and intercultural personnel and organizational management and reflect on the significance of international guidelines for companies.
- understand cultural differences mirrored in research and research methods and designs.
- apply lessons from successful international research projects to their own work.
- develop international collaborations and enhance the quality of research through critical thinking, interdisciplinarity, and multi-methodological approaches, as well as effective communication and ethical considerations.

Course Contents

In this course, the focal points are leadership skills, international research, and collaboration. Selected topics on leadership and personnel management with regard to early-stage ventures, as well as personnel and organizational management in corporate contexts, are covered. This is enhanced with the application of leadership and self-leadership cases. Moreover, the specifics of global, international, and intercultural personnel and organizational management are discussed. This course serves as a foundational step in preparing students for the complexities and opportunities inherent in conducting international research within the field of entrepreneurship and innovation management. The primary goal is to introduce students to the principles, methodologies, and considerations involved in conducting international research within the context of entrepreneurship and innovation management, such as ethics, cross-cultural data collection, and analysis techniques.

Recommended or Required Reading

- Bauer, Talya, et al. *Human resource management: People, data, and analytics*. Sage Publications, 2023.
- Berndt, Ralph, Claudia Fantapié Altobelli, and Matthias Sander. "Human Resources Development in International Companies." *International Marketing Management*. Berlin, Heidelberg: Springer Berlin Heidelberg, 2023. 603-608
- Berndt, Ralph, Claudia Fantapié Altobelli, and Matthias Sander. "International Market Research." *International Marketing Management*. Berlin, Heidelberg: Springer Berlin Heidelberg, 2023. 59-112.
- Creswell, J. (2022). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). Los Angeles: Sage.
- Patnaik, S., Pallotta, V., & Tajeddini, K. (Eds.). (2023). *Global Trends in Technology Startup Project Development and Management: From Innovation to Startup Creation*. Springer Nature.
- Smith MJ, Weinberger C, Bruna EM, Allesina S (2014) The Scientific Impact of Nations: Journal Placement and Citation Performance. *PLoS ONE* 9(10): e109195. doi:10.1371/journal.pone
- Yukon, G.: *Leadership in Organizations*, Global Edition. Pearson.
- Hartmann-Piradeau, A. (2022). *Mediators in the Leading Role-Understanding and Actively Managing Mediation*. Springer Nature.
- Hofstede, G., Hofstede, G. J., & Minkov, M. (2010). *Cultures and organisations – Software of the mind*.
- Gallo, C. (2019). *The presentation secrets of Steve Jobs: How to be insanely great in front of any audience*.
- Matveev, A. (2017). Intercultural competence in organisations. *Management for Professionals*, 10, 978-3.
- Wildman, J. L., & Griffith, R. L. (Eds.). (2014). *Leading global teams: Translating multidisciplinary science to practise*. Springer.

Prerequisites and Co-requisites

None.

Language of Instruction

English.

Master Entrepreneurship and Innovation Management

Course Unit Title				Code	
M6 Marketing and Sustainability				M6	
compulsory	x	semester of study	2	scope of teaching	4 SWS
compulsory optional	-	winter semester	-	workload	180h
elective	-	summer semester	x	ECTS	6
Examination					
oral examination 20'/presentation/ written exam 120'					
Module Responsible / Name of Lecturer(s)					
Faculty of h2 / Prof. Dr. Torsten Heitjans					

Lectures	Form of Teaching	Contact Hours	Self-Study
Marketing and Sustainability, Seminar	physical/ online	52h	128h

Duration of Study:

One semester.

Allocation of workload hours:

- Presence time in lectures, exercises, and presentations: 30 hours
- Self-study during the semester
- Exam preparation

Learning outcomes:

By the end of this module, the student will be able to:

- Appraise of the characteristics of international marketing, marketing management and branding.
- Develop effective marketing strategies and operative measures for companies operating internationally.
- Evaluate the features of specific business sectors and the opportunities and challenges, especially in the field of sustainability.
- Analyze the characteristics of international marketing policies as they explore the strategic decisions made by companies.

Course Contents

This course aims to provide students with the knowledge and skills they need to develop effective marketing strategies and operative measures for companies operating internationally. International marketing is a specific discipline within the broader field of marketing that is becoming increasingly important in the globalised economy. This course begins by introducing fundamentals of international marketing before exploring specific strategies for selecting, entering and developing international markets with innovative products. The role of market research and different methodologies for collecting relevant information are demonstrated. Meanwhile, the features of specific business sectors and the opportunities and challenges, especially in the field of sustainability faced by companies are explored. A broad overview of the characteristics of international marketing policies are taught to explore the strategic decisions made by companies. The advantages, disadvantages, and challenges of global market entries and the adoption of innovative products and services in a sustainable world are a focal point.

Recommended or Required Reading

- Berndt, Ralph, Claudia Fantapié Altobelli, and Matthias Sander. "International Market Research." *International Marketing Management*. Berlin, Heidelberg: Springer Berlin Heidelberg, 2023. 59-112.
- Barron, Jennifer, and Jim Hollingshead. "Brand globally, market locally." *Journal of Business Strategy* 25.1 (2004): 9-14.
- Bauer, Matthias Johannes, and Sarah Sobolewski. *Grüne Marketing-Kommunikation: Green Communication im Marketing-Mix nachhaltigkeitsorientierter Unternehmen*. Springer Fachmedien Wiesbaden GmbH, 2022.
- Cayla, Julien, and Eric J. Arnould. "A cultural approach to branding in the global marketplace." *Journal of International Marketing* 16.4 (2008): 86-112.
- Lamb, Charles W., Joe F. Hair, and Carl McDaniel. *Marketing*. Cengage Learning, 2012.
- Berndt, Ralph, Claudia Fantapié Altobelli, and Matthias Sander. "International Product Management." *International Marketing Management*. Berlin, Heidelberg: Springer Berlin Heidelberg, 2023. 245-297.

Prerequisites and Co-requisites

None.

Language of Instruction

English.

Master Entrepreneurship and Innovation Management

Course Unit Title	Code
M7 Company Structuring	M7

compulsory	x	semester of study	2	scope of teaching	4 SWS
compulsory optional	-	winter semester	-	workload	180h
elective	-	summer semester	x	ECTS	6

Examination
written exam 120'

Module Responsible / Name of Lecturer(s)
faculty from h2

Lectures	Form of Teaching	Contact Hours	Self-Study
Company Structuring	Lecture	52h	128h

Duration of Study:

One semester.

Allocation of workload hours:

- Presence time in lectures, exercises, and presentations: 45 hours
- Self-study during the semester
- Exam preparation

Learning outcomes:

By the end of this module, the student will be able to:

- Identify the theory of corporate finance and the different types of funding and financing instruments and determine the specific financing needs of an organization.
- Value why companies keep accounts and publish (consolidated) financial statements.
- Compare the main principles and rules of national and international accounting standards as well as accounting proceedings, techniques, and concepts.
- Create a financial statement of a company in a simplified form.
- Analyze the financial position and performance of an organization.
- Evaluate the basics of sustainability accounting/reporting and know about the current debate in this field.
- Appreciate principles of intellectual property law.
- Assess suitable forms of ventures and businesses.
- Utilize the standards of e-commerce law (for digital business).
- Create their own approach to starting a business internationally.

Course Contents

In this course, the essential components for structuring a company or early venture are classified. This includes finance and accounting, as well as legal aspects related to startups in an international and European context. The finance component includes theory and concepts of investment and financing (including static and dynamic investment calculations in the presence of economic uncertainty). Moreover, the role of banks, financial institutions, and various sources of capital such as equity, debt, mezzanine, and alternatives are discussed. Additionally, key issues related to insolvency proceedings and sustainable corporate finance are addressed. Meanwhile, creating and measuring report financial positions and performance and understanding accounting principles, rules, and standards (national and international) are emphasized. The legal aspect includes European law related to entrepreneurship and international business and developing their entrepreneurial capabilities. Matters related to intellectual property and e-commerce law are highlighted. Finally, how to define the legal structure of an international startup is discussed.

Recommended or Required Reading

- Alemany, Luisa, and Job J. Andreoli, eds. *Entrepreneurial finance: the art and science of growing ventures*. Cambridge University Press, 2018.
- Mason, Colin, and Tiago Botelho. "Early sources of funding (2): Business angels." *Entrepreneurial finance: The art and science of growing ventures*. Cambridge University Press, 2018. 60-96.
- Brealey, Richard A., Stewart C. Myers, and Franklin Allen. *Principles of corporate finance*. McGraw-hill, 2014.
- Weygandt, Jerry J., et al. "Accounting principles." *Issues in Accounting Education* 25.1 (2010): 179-180.
- Penman, Stephen H. *Financial statement analysis and security valuation*. McGraw-hill, 2013.
- Gassmann, Oliver, Martin A. Bader, and Mark James Thompson. *Patent management: Protecting intellectual property and innovation*. Cham: Springer, 2021.
- "SMEs." Internal Market, Industry, Entrepreneurship and SMEs, single-market-economy.ec.europa.eu/smes_en.
- European Commission, Directive 2000/31/EC of the European Parliament and of the Council of 8 June 2000 on certain legal aspects of information society services, in particular electronic commerce, in the Internal Market ("Directive on electronic commerce").

Prerequisites and Co-requisites

None.

Language of Instruction

English.

Master Entrepreneurship and Innovation Management

Course Unit Title				Code	
M 8.1 Electives				M8.1	
compulsory	-	semester of study	1	scope of teaching	2 SWS
compulsory optional	-	winter semester	x	workload	125h
elective	x	summer semester	-	ECTS	5/15
Examination					

Module Responsible / Name of Lecturer(s)					
Faculty from the h2 and GJU					

Lectures	Form of Teaching	Contact Hours	Self-Study
Risc Management English AI Renewable energy systems Further optional curses	Seminar	20	105

The electives focus on teaching and applying specific skills and competencies that are useful for the professional field of entrepreneurship. They are also intended as a supplement to current projects at university or at work. Depending on their previous knowledge and preferences, students can put together the modules themselves.

Master Entrepreneurship and Innovation Management

Course Unit Title				Code	
M8.2 Electives				M8.2	
compulsory	x	semester of study	3	scope of teaching	2 SWS
compulsory optional	-	winter semester	-	workload	125h
elective	-	summer semester	x	ECTS	5
Examination					

Module Responsible / Name of Lecturer(s)					
Faculty from the h2 and GJU					

Lectures	Form of Teaching	Contact Hours	Self-study
Risc Management English AI Renewable energy systems Further optional curses	Seminar	20h	105h

Master Entrepreneurship and Innovation Management

Course Unit Title

M8.3 Electives

code

M8.3

compulsory

x

semester of study

3

scope of
teaching

2 SWS

compulsory optional

-

winter semester

x

workload

125h

elective

-

summer semester

-

ECTS

5

Examination

Module Responsible / Name of Lecturer(s)

Faculty from the h2 and GJU

Lectures

Risc Management

English

AI

Renewable energy systems

Further optional curses

Form of Teaching

Seminar

Contact Hours

25

Self-study

100

Master Entrepreneurship and Innovation Management

Course Unit Title				Code	
M9 Master Thesis (incl. Defence)				M9	
compulsory	x	semester of study	3	scope of teaching	2 SWS
compulsory optional	-	winter semester	x	workload	500h
elective	-	summer semester	-	ECTS	20
Examination					
Master Thesis (15 ECTS)					
Defence (5 ECTS),					
Module Responsible / Name of Lecturer(s)					
Prof. Dr. Michael Herzog					

Lectures	Form of Teaching	Contact Hours	Self-study
Master thesis	Seminar	25h	475h

Learning Outcomes

The students

- apply learned theories and concepts from different courses to a real e-business problem or challenge.
- develop a limited but complex scientific problem within a fixed period of time independently according to scientific methods and rules.
- conduct a scientific literature search and thereby open up a research gap.
- work out a suitable scientific methodology and apply it.
- interpret and evaluate their results
- present their research progress and final results in a suitable form.

Course Contents

- Writing a thesis in the field of digital business
- Topic with a theoretical and practical focus
- Contents and concrete tasks are determined by the examiner
- Accompanying colloquium

Learning Activities and Teaching Methods

presentation, peer review

Recommended / Required Reading

- Topic-related literature and research

Usability

- Curricular embedding: Completion of the study
- Suitable for other study programs: not given

Prerequisites

- Formal: Admission to the Master program
- Curricular: at least 80 ECTS credits from previous modules

Further Information**Language of Instruction**

English