

| Module: NW29 Entrepreneurial Business Planning | | |
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| Exam: NW29 Entrepreneurial Business Planning | LV.-No.: | ECTS points: 5 CP |
| Recommended semester: n/a | Module: optional | Language in module: English |
| Responsible person: Prof. Dr. Frank Riemenschneider | Semester: summer | Registration information: |
| Lecturer: Prof. Dr. Frank Riemenschneider | | |
| Learning outcomes | <p>Students are able to</p> <ul style="list-style-type: none"> • explore elements of a successful product/service innovation and directly apply their knowledge throughout a concrete innovation challenge. • prepare a convincing business model and business plan, thereby improve teamwork and effective communication skills. • analyse, challenge and define a promising product/service innovation. By improving problem-solving and decision-making skills the subject provides students an opportunity to step into management roles relating to their master background when experiencing a real life challenge | |
| Form of exam | Business plan and presentation, for details see current exam list | |
| Form of teaching | <ul style="list-style-type: none"> • Seminar | |
| Course contents | <ul style="list-style-type: none"> • General introduction to organizational development and innovation management including business plan modeling. • What makes organizations innovative and which means can be applied in order to drive streams of innovation. • Students will develop a product/service idea considering a broad range of views surrounding initiation, adoption and implementation. • Phase 1: Lecture with theory and tools input, including creativity methods, innovation management, Canvas' business model approach and roles within innovation processes. • Phase 2: Group work (4-5 students) to develop a product idea and to propose a business model. Product/service idea shall be rooted in individuals' master background. However, cross-disciplinary approaches are highly welcome. | |
| Workload | Obligatory presence (3 SWS): Student preparation / home work: total: | 45 h 105 h 150 h |
| Preconditions | n/a | |
| Literature | <ul style="list-style-type: none"> • Christensen, C. M., The Innovator's Dilemma, HBR Press, current edition. • Tidd, J.; Bessant, J., Strategic Innovation Management, Wiley, current edition. • Trott, P. Innovation management and new product development, FT Prentice Hall, current edition. | |