

(Course Description) Entrepreneurial @venture — Create Your Future!

Course Titel	Entrepreneurial @venture — Create Your Future!
Level	Master Level
Language	English
Course number	352227f —
Lecturers	Dr. Su-Hyun Berg
Credits	5 ECTS
Teaching/Learning Methodology	An interactive digital course with a combination of 6 online tutoring sessions, self-study, coaching & mentoring support and hands-on assignments. Most assignments are made as a collaboration in groups, some other on an individual basis. Students are guided through an entrepreneurial journey, from entrepreneurial theory, to design thinking methods, prototyping, concept creation, and pitch. All students have to do mandatory pre-readings and self-study before the tutoring sessions.
Total Workload	Online Sessions: 6 times with 4 hours each Self-study: 2 hours per Week (14 weeks total) Group Assignments: 10 hours Pitch Presentation and Paper: 10 hours Total: 72 hours
Type of Exam	Paper (70%) and Oral Pitch Presentation (30%)
Dates	<p>Session 1: Kickoff and Intro to Entrepreneurship Group Formation Topic: causation vs. effectuation (concepts, structures and practical examples) Home study: Entrepreneurship Readings & Assignment</p> <p>Session 2: Entrepreneurship Theories 1 Topic: diversity, design methods and design process Home study: Ideation Readings & Assignments</p> <p>Session 3: Ideation, Design Thinking Topic: Value proposition canvas Home study: Persona, Customer Journey & Reflection Assignment</p> <p>Session 4: Prototyping Workshops Prototyping and VR Lab experience Topic: diverse prototyping methods Home study: Prototyping, Validation & Prototype Assignment</p> <p>Session 5: Concept Creation Topic: Business model canvas Home Study: Business Model Canvas & Business Model Assignment</p> <p>Session 6: Pitching Home study: Finalize Pitch Presentation & Paper</p>

<p>Learning Outcome</p>	<ul style="list-style-type: none"> • Entrepreneurial thinking and acting skills • Creativity and initiative, problem- and solution-oriented work, recognition of opportunities and use • Methods from entrepreneurship education in interdisciplinary seminar groups • Concepts of the terms such as innovation, entrepreneurship and effectuation • Entrepreneurial mindset and methods of competition and market analysis as well as positioning strategies • Dealing with different methods from design thinking and creativity techniques • Application and terminology of a design process (ideation, prototyping, product to market and / or business model) • Competence for self and product presentation (storytelling and pitch)
<p>About</p>	<p>The seminar “Entrepreneurial @venture - Create Your Future” is a course offered by the “@ventureDock”, an EXIST V-funded joint project of the European University of Flensburg and the Flensburg University of Applied Sciences. This seminar offers insights into the work processes of innovative companies and startups. Built on the Saras Sarasvathy's effectuation approach, the six sessions (each session will last 4 hours) will go through a “from problem to pitch” process based on design thinking. For the group projects, the lecturer assigns interdisciplinary groups in advance. Students will work in an interdisciplinary group throughout the seminar sessions and have chances to arrange flexible consultation appointments with the lecturer regarding to the group projects. The form of the group project is open, if it is based on the existing resources of the group members.</p> <p>The seminar aims to promote the competence of entrepreneurial thinking and action. This is not only useful to start a new company, but also makes a significant contribution to identifying problems and being able to solve them with creative and innovative ideas.</p> <p>The seminar begins with an introduction of basic concepts, before the groups identifying problems in their everyday life as anomalies and examining them from diverse perspectives in the second session. Based on the knowledge gained, innovative ideas will be generated using various design thinking methods in the third session. These innovative ideas will be converted into prototypes in the fourth session. In the fifth session, students learn basics of pitching, which will take a place in the final session. All groups present their projects in the final joint session.</p> <p>To ensure fruitful group works in the seminar, the participants are expected to attend the seminar sessions.</p> <p>Due to the interdisciplinary characteristics of the seminar, different exam requirements apply for participants. These will be explained in the first session.</p>

About @ventureDock

An initiative of Europa-Universität and Hochschule Flensburg, the campus-wide [@ventureDock](#) is an EXIST V project, funded by the 'Bundesministerium für Wirtschaft und Energie' (BMWi).

The aim is to develop structures for a future-oriented start-up university, anchor curricular entrepreneurship courses, enhance the exploitation of students and University employees for entrepreneurial thinking and acting, extend extracurricular entrepreneurship training as well as start-up consulting and support. Ultimately, @ventureDock aims for more start-ups on campus by students and employees.