

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

Course Titel	Entrepreneurial @venture — Create Your Future!
Level	Bachelor Level
Language	English
Module number	Main-module identification number: 528060000 (WiPo) Sub-module identification number: 528062000
Lecturers	Europa-Universität Flensburg: Dr. Kirsten Mikkelsen, Dr. Su-Hyun Berg, Franziska Schmitt, Florian Frenz
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: 27. March 2021, 10-14 Uhr 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: 10. April 2021, 10-14 Uhr Entrepreneurship Theories 1 Topic: diversity, design methods and design process Home study: Ideation Readings & Assignments</p> <p>Session 3: 24. April 2021, 10-14 Uhr Ideation, Design Thinking Topic: Value proposition canvas Home study: Persona, Customer Journey & Reflection Assignment</p> <p>Session 4: 15. May, 10-14 Uhr Prototyping and VR Lab experience Topic: diverse prototyping methods Home study: Prototyping, Validation & Prototype Assignment</p> <p>Session 5: 5 June, 10-14 Uhr Concept Creation</p>

	<p>Topic: Business model canvas Home Study: Business Model Canvas & Business Model Assignment</p> <p>Session 6: 26 June, 10-14 Uhr 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>This course combines Innovation and design thinking in the framework of entrepreneurial education. All students participating in this course have the unique opportunity to experience in interdisciplinary teams using business-related models and design thinking processes to create new sustainable solutions and ideas.</p>
<p>About @ventureDock</p>	<p>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).</p> <p>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.</p>