### Name of module

**Entrepreneurship: Theory and Practice**

### Aim of the module (expected learning outcome and competencies to be acquired)

The objective of this course is to get familiar with required skills to start a business and evaluate business ideas of others. In this context it is relevant to identify, conceptualize, plan, finance, launch, manage and harvest new ventures in its particular environment. These topics are therefore discussed in this course.

### Contents of the module

This unit introduces the students to the field of entrepreneurship and planning for new business initiatives in the global business environment. Topics include entrepreneurial attitudes, abilities and behaviors; innovation; opportunity recognition; first-mover advantages and disadvantages and internationalization.

### Study section

1. semester

### Applicability

Also eligible for other Master programs of EUF or SDU (e.g., Kultur-Sprache-Medien or Energie- und Umweltmanagement).

### Person responsible

Prof. Dr. Susanne Royer

### Prerequisites

None

### Teilmodule

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<tr>
<th>No.</th>
<th>Name of the module</th>
<th>Type</th>
<th>Level of Obligation Obl./Elec.</th>
<th>Contact hours</th>
<th>ECTS-Credits</th>
<th>Method of examination</th>
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<tbody>
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<td>1.</td>
<td>Entrepreneurship Theory and Practice</td>
<td>V/ U</td>
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<td>5</td>
<td>presentation of case analysis, participation</td>
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**Remarks**

Combined Lecture-Case Study Course. Elective course in specialization S1. Language of instruction: English.

17.12.2013