

Module Handbook

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Course WIW-EPS-BD-K-7

Developing Lecture (1V+3U, 6.0 LP, AUSL)

Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study	
-	K	Lecture with exercise classes (V/U)	6.0 CP		
1	V	Lecture		15 h	30 h
3	U	Lecture hall exercise class		45 h	90 h
(1V+3U)			6.0 CP	60 h	120 h

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SWS	1V+3U
CP, Effort	6.0 CP = 180 h
Position of the semester	1 Sem. in SuSe
Level	[7] Master (Advanced)
Language	[DE/EN] German or English as required
Lecturers	Baum, Matthias, Prof. Dr. (PROF DEPT: WIW)
Area of study	[WIW-EPS] Entrepreneurship
Lifecycle-State	[AUSL] Phase-out period

Contents

Business Developing Lecture:

This course deals with the basics of enterprise development. Students get to know the challenges and specifics which come with the development of a company. The focus is on the following topics: profit generation, internationalization, financing and funding, human resources, networks and alliances, exit and succession, and error management.

This course will be done online.

Business Developing Exercise:

This course utilizes application-oriented methods to complement the theoretical basics which have been discussed in the lecture. Students solve tasks which arise when a company develops. They get insights into the problems and challenges of such companies and they have to find a solution for the tasks in question.

Literature

Business Developing Lecture:

The lecture is based on articles from scientific, peer-reviewed journals, like the "Journal of Business Venturing". The script will be provided via OLAT and can be downloaded as PDF.

Business Developing Exercise:

The course is based on articles from scientific, peer-reviewed journals, like the "Journal of Business Venturing". The script will be provided via OLAT and can be downloaded as PDF.

Materials

Business Developing Lecture:

The script will be provided via OLAT and can be downloaded as PDF.

Business Developing Exercise:

The material for the exercise will be provided via OLAT and can be downloaded as PDF.

Requirements for attendance (informal)

None

Requirements for attendance (formal)

None

References to Course [WIW-EPS-BD-K-7]

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