

Module Handbook

TUK MODHB Homepage

Course WIW-EPS-FGM-K-7

Cases in Marketing for New Ventures (2K, 3.0 LP)

Course Type

SWS	Type	Course Form	CP (Effort)	Presence-Time / Self-Study
2	K		3.0 CP	30 h 60 h
(2K)			3.0 CP	30 h 60 h

Basedata

SWS	2K
CP, Effort	3.0 CP = 90 h
Position of the semester	1 Sem. in WiSe
Level	[7] Master (Advanced)
Language	[DE] German
Lecturers	Fassott, Georg, PD Dr. (WMA DEPT: WIW)
Area of study	[WIW-EPS] Entrepreneurship
Lifecycle-State	[NORM] Active

Contents

Case Studies about specific challenges of new ventures marketing.

Literature

Case package (extra fee)

Materials

Olat

Requirements for attendance (informal)

None

Requirements for attendance (formal)

None

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

Module	Name	Context	
[WIW-EPS-EM6-M-7]	Entrepreneurial Marketing	P: Obligatory	2K, 3.0 LP