wir160 - Entrepreneurship

Module label: Entrepreneurship
Module code: wir160
Credit points: 6.0 KP
Workload: 180 h

Used in course of study:
- Bachelor's Programme Business Administration and Law > Akzentsetzungsmodule
- Bachelor's Programme Economics and Business Administration > Studienrichtung Betriebswirtschaftslehre
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration > Mastermodule
- Master's Programme Business Informatics > Bereichswahlmodule
- Master's Programme Business Informatics > Module der Wirtschaftswissenschaften (Fachbachelor)

Contact person:
Module responsibility
- Alexander Nicolai

Authorized examiners:
- Die im Modul Lehrenden

Entry requirements:
none

Skills to be acquired in this module:
Upon completion of the module, students will be able to:
- understand the challenges of launching an enterprise,
- strategically analyse the structure of market
- understand how employees are able to behave like an entrepreneur in established enterprises
- develop innovative business ideas
- shape the key factors for realizing a business idea
- demonstrate a knowledge of the entrepreneurial process
- demonstrate a knowledge of cost accounting (especially break-even analysis, etc.) and will be able to calculate costs by themselves
- analyse and evaluate business models

Module contents:
The module combines the lecture “Strategie und Entrepreneurship” with a tutorial. It investigates the challenges of launching enterprises and entrepreneurial behaviour in large companies as well. The content of the module follows the process of an entrepreneur. It starts with business ideas, their perception, and evaluation. In addition, it deals with the most important questions of development and management of new business models. The contents of the courses include the following topics:
- historical, institutional, and theoretical context
- development, evaluation, and pitching ideas
- business models
- building entrepreneurial teams
- entrepreneurship in large enterprises
- resources and finance
- management of growth

Reader's advisory:

Links:
http://www.uni-oldenburg.de/wire/entrepreneurship/lehrende/veranstaltungen/lehrende-
wise-20162017/

Language of instruction: German
Duration (semesters): 1 Semester
Module frequency: jährlich
Module capacity: unlimited
Reference text:
The lecture “Strategie und Entrepreneurship” must be attended in combination with the “Tutorium”.

Module level: ---
Modulart je nach Studiengang Pflicht oder Wahlpflicht

Lern-/Lehrform / Type of program

Vorkenntnisse / Previous knowledge

<table>
<thead>
<tr>
<th>Examination</th>
<th>Time of examination</th>
<th>Type of examination</th>
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<tr>
<td>Final exam of module</td>
<td>at the end of the semester</td>
<td>written exam</td>
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Course type

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<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload attendance</th>
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<td>2.00</td>
<td>WiSe</td>
<td>28 h</td>
</tr>
<tr>
<td>Tutorial</td>
<td></td>
<td>2.00</td>
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<td>28 h</td>
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Total time of attendance for the module 56 h