



Modulhandbuch

Entwurf

Entrepreneurship and Digital Business

Master of Science

THI Business School

Studien- und Prüfungsordnung: WS 21/22

Stand: 2021-05-04

Inhalt

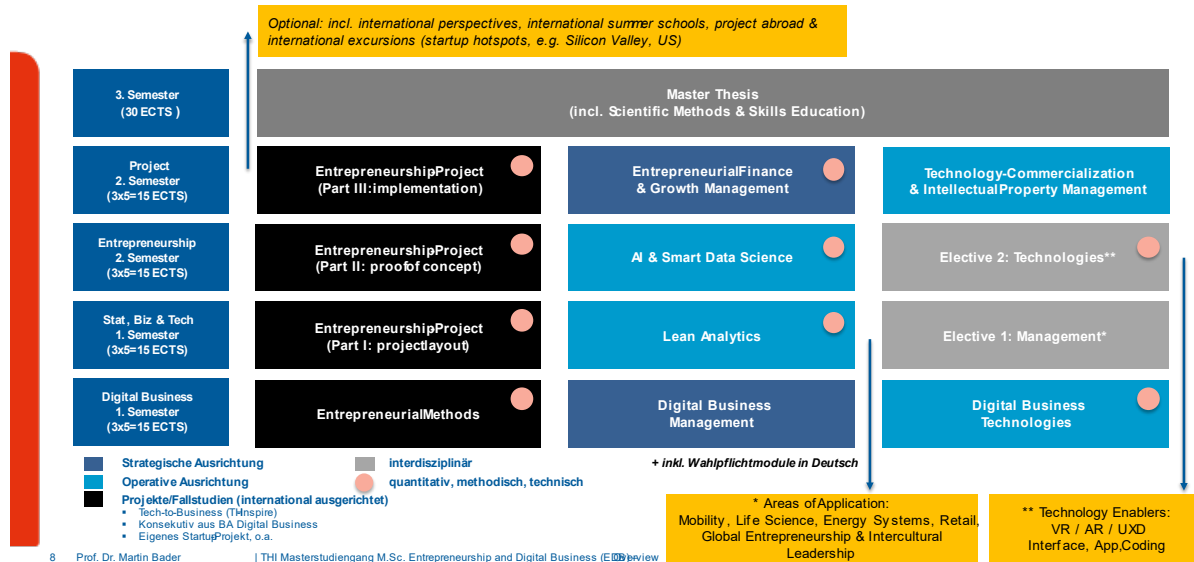
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1 Übersicht

THI Masterstudiengang M.Sc. Entrepreneurship and Digital Business (EDB), 90 ECTS



Curriculum



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2 Einführung

2.1 Zielsetzung

Der Masterstudiengang Entrepreneurship and Digital Business baut inhaltlich auf den grundständigen Bachelorstudiengängen wirtschafts-, ingenieur-, informations-, natur- und rechtswissenschaftlicher oder art-verwandter Hochschulabschlüsse auf und hat zum Ziel, den Studierenden auf wissenschaftlicher Grundlage inter- und multidisziplinäres Fach- und Methodenwissen im Bereich Entrepreneurship und Digital Business zu vermitteln. Neben analytischer und Methodenkompetenz vermittelt der Studiengang konzeptionelle und strategische Kompetenz vorrangig in den Bereichen Strategie, Konzeption, Umsetzung und Controlling sowie quantitativer Daten-Analytik und Wachstumsmanagement von digitalen Geschäftsmodellen und Startups. Daneben werden Schlüsselqualifikationen im Bereich des Arbeitens im wissenschaftlichen Umfeld gestärkt. Des Weiteren werden Management- und Sozialkompetenzen vermittelt. Durch die Vermittlung interkultureller Kompetenzen, werden die Studierenden auf die steigenden Anforderungen des zunehmend globalisierten Digital Business und der Zusammenarbeit in internationalen Teams vorbereitet.

Mehr als die Hälfte der Lehrveranstaltungen findet in englischer Sprache statt.

2.2 Zulassungsvoraussetzungen

Als allgemeine Zulassungsvoraussetzung für den Masterstudiengang „Entrepreneurship and Digital Business“ gilt der erfolgreiche Abschluss eines Studiums an einer deutschen Hochschule mit mindestens 210 ECTS-Leistungspunkten oder äquivalentem Studiumumfang im Bereich Wirtschaftswissenschaften, Ingenieurwissenschaften, Naturwissenschaften, Mathematik/ Informatik, Rechtswissenschaften oder artverwandten Bereichen oder ein gleichwertiger erfolgreicher in- oder ausländischer Abschluss sowie ein erfolgreich absolviertes Eignungsverfahren zur Feststellung der studiengangspezifischen Eignung.

Des Weiteren sind ausreichende Kenntnisse der deutschen Sprache (Sprachniveau B2 des Gemeinsamen Europäischen Referenzrahmens) und ausreichende Kenntnisse der englischen Sprache (Sprachniveau B2 des Gemeinsamen Europäischen Referenzrahmens) nachzuweisen.

Bei Bewerbern, die ein abgeschlossenes Hochschulstudium bzw. einen gleichwertigen Abschluss nachweisen, für das weniger als 210, jedoch mindestens 180 ECTS-Punkte vergeben wurden, werden zugelassen, wenn die übrigen, erforderlichen Voraussetzungen erfüllt sind und mit dem Antrag auf Zulassung die fehlenden Kompetenzen nachgewiesen werden.

Detaillierte Informationen über das Eignungsfeststellungsverfahren für den Master Entrepreneurship and Digital Business sind auf der [Internetseite des Studiengangs](#) oder unter diesem [Link](#) einsehbar.

2.3 Zielgruppe

Zielgruppen des Masters „Entrepreneurship and Digital Business“ sind Studierende mit einem Bachelor in einem wirtschafts-, ingenieur-, informations-, natur- und rechtswissenschaftlicher Studiengang oder art-verwandter Hochschulabschlüsse. Die Auswahl der Studierenden erfolgt über ein Verfahren zur Feststellung der studiengangspezifischen Eignung, in dem die Erfahrung im Kompetenzfeld Entrepreneurship ein Aufnahmekriterium ist. Der Erwerb notwendiger wissenschaftlich basierter, quantitativer, methodischer und technischer Fähigkeiten einerseits, als auch die Konzeption und praktische Umsetzung einer eigenen Gründeridee andererseits, steht im Mittelpunkt des Studiengangs.

2.4 Studienaufbau

Das Curriculum des Studiengangs besteht aus insgesamt zwölf Pflicht- bzw. Wahlpflichtmodulen sowie der Masterarbeit. Die Masterarbeit ist die wissenschaftliche Abschlussarbeit des Studiengangs. Mit ihr weisen die Studierenden ihre Fähigkeit nach, die im Studium erworbenen Kenntnisse in einer selbständigen wissenschaftlichen Arbeit auf komplexe Aufgabenstellungen der Praxis anzuwenden. Das Thema der Masterarbeit wird frühestens zu Beginn des zweiten Studiensemesters ausgegeben. Die Ausgabe des Themas der Masterarbeit setzt voraus, dass mindestens Studien- und Prüfungsleistungen im Umfang von 30 ECTS erfolgreich abgelegt wurden. Die Bearbeitungszeit der Masterarbeit beträgt sechs Monate.

Das folgende Schaubild bildet den Studienverlauf grafisch ab. Details sind in der Anlage zur gültigen Studien- und Prüfungsordnung festgelegt. Diese finden Sie [hier](#).

	CURRICULUM Entrepreneurship and Digital Business	1. Fachsemester (Winter)		2. Fachsemester (Sommer)		3. Fachsemester (Winter)	
		SWS	ECTS	SWS	ECTS	SWS	ECTS
1.	Digital Business						
1.1	Digital Business Management	4	5				
1.2	Digital Business Technologies	4	5				
1.3	Elective 1: Management	4	5				
1.4	Elective 2: Technologies			4	5		
2.	Business Analytics und Data Science						
2.1	Lean Analytics	4	5				
2.2	AI & Smart Data Science			4	5		
3.	Gründerspezifische Kompetenzen						
3.1	Entrepreneurial Finance & Growth Management			4	5		
3.2	Technology Commercialization & Intellectual Property Mgmt			4	5		
4.	Entrepreneurship Projekt						
4.1	Entrepreneurial Methods	4	5				
4.2	Entrepreneurship Project I: Project layout	4	5				
4.3	Entrepreneurship Project II: Proof of concept			4	5		
4.4	Entrepreneurship Project III: Implementation			4	5		
5.	Master Thesis						
5.1	Masterarbeit						30
	Summe	24	30	24	30		90

2.5 Vorrückungsvoraussetzungen

Die Studien- und Prüfungsordnung für den Studiengang Entrepreneurship and Digital Business, gültig für Studierende mit Studienbeginn ab WS 2021/22 (SPO - Vollzeit) in Verbindung mit der Allgemeinen Prüfungsordnung der Technischen Hochschule Ingolstadt (APO), beinhaltet lediglich eine Vorrückungsvoraussetzung, die sich auf die Masterarbeit bezieht:

(§9) (2) ¹Das Thema der Masterarbeit wird frühestens zu Beginn des zweiten Studienseesters ausgegeben. ²Die Ausgabe des Themas der Masterarbeit setzt voraus, dass mindestens Studien- und Prüfungsleistungen im Umfang von 30 ECTS erfolgreich abgelegt wurden.

2.6 Konzeption und Fachbeirat

Im Hinblick auf den Praxisbezug und spätere Einsatz- und Entwicklungsmöglichkeiten der Studierenden in einem selbst gegründeten Startup, als auch in der Wirtschaft wurde deshalb das Curriculum des Studiengangs in intensiver Abstimmung von Fachexperten der THI gemeinsam erarbeitet.

Verknüpfung mit dem einzigartigen Gründer-Ecosystem in Ingolstadt: Als Ergänzung zu den bestehenden Lehrangeboten an der THI werden neben den Maßnahmen a) Festigung des Gründerzertifikats-Studiums, b) Etablierung von Tech2Business- sowie Start-up-Projekten, c) mittels der beabsichtigten Einführung eines gründungsprojektbasierten Masterstudiengangs „Entrepreneurship and Digital Business“ das Gründer-Lehrangebot an der THI auch auf Master-Stufe und mit Ausrichtung auf Digitalisierung und digitale Geschäftsmodelle aufbauend auf dem THI Bachelor-Studiengang Digital Business und benachbarten Studiengängen mit Bezug zur Digitalisierung konsequent ausgebaut.

In einer Netzwerkpartnerschaft mit kommunalen Trägern unter Leitung der Stadt Ingolstadt und regionalen Unternehmen (AUDI; Media-Saturn; Continental; Sparkasse; Klinikum; HERE u.a.) wurde ebenfalls in 2016 federführend von der THI für die Stadt Ingolstadt der Förderantrag zur Gründung eines regionalen Digitalen Gründerzentrums erarbeitet. Das unter dem Akronym „brigg“ über den Digitalpakt Bayern mit rund 10,2 Mio. € geförderte Zentrum wird am Rande des Campus der THI eingerichtet und mit rund 4000 m² Hauptnutzfläche (inklusive Maker-Space) Platz für 90 Gründer bieten. Die THI begleitet intensiv die Gründeraktivitäten des „brigg“ – der Präsident der THI ist Mitglied im Aufsichtsrat und Vorsitzender des Kuratoriums des „brigg“. Die THI arbeitet eng mit dem „brigg“ zusammen. Professoren der THI leisten regelmäßig fachliche Beiträge zu den Aktivitäten des „brigg“. Das „brigg“ ist neben dem regionalen Existenzgründerzentrum, dem Bildungswerk der Bayerischen Wirtschaft, Unternehmenspartnern wie der AUDI, MediamarktSaturn, KPMG, der Sparkasse Ingolstadt-Eichstätt, der IHK und HWK, der Industriefördergesellschaft Ingolstadt (IFG) und ProBeschäftigung sowie dem studentischen Gründer-Verein „NEWEXIST“ ein bedeutender Netzwerkpartner der THI in der Gründerförderung.

Der Masterstudiengang „Entrepreneurship and Digital Business“ verfolgt somit ein einzigartiges Konzept: breite, interdisziplinäre Studierendenzielgruppe aufbauend auf Bachelorstudiengängen wirtschafts-, ingenieur-, informations-, natur- und rechtswissenschaftlicher oder art-verwandter Hochschulabschlüsse, einer Studiendauer von (nur) drei Semestern, mit internationaler Ausrichtung einerseits (inkl. überwiegend englisch-sprachiger Module; zzgl. optionaler Auslandsaufenthalt an Partnerhochschulen in Gründungshotspots, z.B. Silicon Valley) und lokaler Verankerung andererseits (inkl. einschlägiger Deutschkenntnisse als Zulassungsvoraussetzung).

3 Qualifikationsprofil

3.1 Leitbild

Die THI hat im Mai 2019 einen Hochschulstrategie- und -entwicklungsplan 2030 und ein neues Leitbild verabschiedet. Der Fokus der Hochschule bleibt dabei auf den Kernkompetenzen Technik und Wirtschaft. Prägende Klammern sind gemäß Hochschulstrategie die vier Themenbereiche Digitalisierung, Entrepreneurship, Internationalität und Nachhaltigkeit. Ziel der THI ist das Gründungspotential insbesondere in der Forschung zu heben und mit der Lehre zu vernetzen sowie den Gründungsgedanken zu verankern.

Auf dieser Basis wurde in enger Abstimmung mit den Organisationseinheiten sowie den Gremien der THI nachfolgende Vision für den Bereich Entrepreneurship definiert:

- THI – wir verstehen uns als offene und lebendige Gründerhochschule.
- Wir transferieren Ideen und Forschungsergebnisse in Innovationen und Gründungen.

Dabei kann die THI auf erste, etablierte Strukturen zurückgreifen: Das über den Digitalpakt Bayern geförderte, noch laufende Projekt „TH-Inception“ fokussiert bereits seit 2016 auf eine breite Verankerung der Entrepreneurship-Lehre in den Studiengängen. Darauf aufbauend hat die THI zuletzt den Förderzuschlag zu seinem Entrepreneurship-Projekt „TH-Inspire“ im Rahmen des vom Bundesministerium für Wirtschaft und Energie und durch den Europäischen Sozialfonds aufgestellten Förderprogramms EXIST erhalten. „TH-Inspire“ soll die Potentiale zur Schaffung einer Innovations- und Gründerkultur an der THI durch aufeinander abgestimmte Bausteine zur Gründerförderung heben. Die THI soll damit im regionalen Innovationsökosystem High-Tech-Unternehmensgründungen aus der Hochschule signifikant steigern und die Innovationskraft der Region im Wandel von einer industriellen zu einer dienstleistungsorientierten Wirtschaftsstruktur unterstützen.

Die THI verfolgt dabei das Ziel, mittels drei Handlungsfeldern die Gründungspotentiale durch gezielte Maßnahmen zu heben:

1. „Science & Transfer“

In den drittmittelstarken Forschungsinstituten der THI werden neue Technologien entwickelt und es entstehen Ideen, die großes Potential für Gründungen haben. Diese werden bisher aber nicht systematisch erfasst und weiterentwickelt. Im Handlungsfeld „Science & Transfer“ sollen mit zentralen Maßnahmen (Gründungs-)Ideen insbesondere in den Forschungsbereichen identifiziert werden, dort Gründungsinteresse gefördert oder alternativ über die Vernetzung mit der Lehre hochschulweit Forschungsergebnisse in Innovationen und Gründungen transferiert werden.

2. „Culture & Networks“

Verbindendes Element und Klammer aller Entrepreneurship-Aktivitäten von TH-INspire sind Gründer- und Networking-Events mit den Zielen: Awareness: hochschulweite Sensibilisierung und Schaffung eines „Entrepreneurial-Mindsets“, Support: aktive Unterstützung der Bildung von (interdisziplinären / internationalen) Gründerteams, sowie Network: Intensivierung der Vernetzung mit Akteuren des regionalen Innovationsökosystems.

3. „Qualification & Projects“

Mit dem Förderprojekt „TH-Inception“ konnte über ein zweistufiges, studiengangübergreifendes Entrepreneurship-Zertifikatsstudium bereits seit 2017 die Gründerausbildung an der THI institutionell verankert werden.

Als Ergänzung zu den bestehenden Lehrangeboten an der THI wird neben den Maßnahmenpaketen, a) Festigung des Gründerzertifikats-Studiums, b) Etablierung von Tech2Business- sowie Start-up-Projekten, c) mittels dieses gründungsprojektbasierten Masterstudiengangs „Entrepreneurship and Digital Business“ das Gründer-Lehrangebot an der THI auch auf Master-Stufe und mit Ausrichtung auf Digitalisierung und digitale Geschäftsmodelle aufbauend auf dem THI Bachelor-Studiengang Digital Business und benachbarten Studiengängen mit Bezug zur Digitalisierung konsequent ausgebaut.

Der Masterstudiengang „Entrepreneurship and Digital Business“ vermittelt den Studierenden auf wissenschaftlicher Grundlage inter- und multidisziplinäres Fach- und Methodenwissen im Bereich Entrepreneurship und Digital Business. Neben analytischer und Methodenkompetenz vermittelt der Studiengang konzeptionelle und strategische Kompetenz vorrangig in den Bereichen Strategie, Konzeption, Umsetzung und Controlling sowie quantitativer Daten-Analytik und Wachstumsmanagement von digitalen Geschäftsmodellen und Startups. Daneben werden Schlüsselqualifikationen im Bereich des Arbeitens im wissenschaftlichen Umfeld gestärkt. Des Weiteren werden Management- und Sozialkompetenzen vermittelt. Durch die Vermittlung interkultureller Kompetenzen, werden die Studierenden auf die steigenden Anforderungen des zunehmend globalisierten Digital Business und der Zusammenarbeit in internationalen Teams vorbereitet. Idealerweise haben die Masteranden am Ende ihres Studiums ein eigenes Unternehmen mit digitalem Geschäftsmodell gegründet.

3.2 Studienziele

Die Lernziele für den Studiengang Entrepreneurship and Digital Business orientieren sich an der formulierten Mission der THI Business School und sind der nachfolgenden Abbildung zu entnehmen.

Mission	We develop personalities with responsible and innovative mindsets and comprehensive skills in general management for success in a globalized economy.								
Learning Goals <i>Graduates on Master Level</i>	Our graduates are proactive personalities with responsible characters and innovative mindsets and they have the spirit of leadership.			Our graduates have comprehensive skills in general management and the competences to develop their business fields as leaders.			Our graduates are drivers of profound solutions and enablers of innovation for success in a globalized economy.		
Learning Objectives <i>Students on Master Level</i>	Attitude of Responsibility Our students integrate their attitudes of sustainability and social responsibility in their fields of business life and leadership.	Entrepreneurial Spirit Our students think along entrepreneurial perspectives and integrate them consistently in the development of business activities.	Digital Competence Our students understand the success factors and the patterns of digital business modeling and apply them to their business fields.	Strategic Competence Our students analyze the strategic impact of competitive arenas and capabilities in their business fields and create competitive strategic concepts.	Operational Competence Our students know the systems and drivers of value creation in their specific area of business and they develop applicable approaches for operational efficiencies.	Application Strength Our students focus on applicability and they drive the implementation of concepts with the help of tools from project management and change management.	Analytical Competence Our students use scientific research methods and data-driven models in order to create applicable decision support in an integrated and compliant way.	Solution Agilience Our students apply methods for creativity, problem solving and business innovation and apply them to practical contexts individually and as part of a team.	Intercultural Competence Our students apply social skills and language competences for cooperative interaction with business partners in the globalized economy.

Status: 2021/02/05

Die fachspezifischen und fachübergreifenden Kompetenzziele sind in Abschnitt 3.2.1 und 3.2.2 dargestellt.

3.2.1 Fachspezifische Kompetenzen des Studiengangs

Im Zentrum des Masterprogramms stehen neben dem Erwerb der notwendigen wissenschaftlich basierten, quantitativen, methodischen und technisch Fähigkeiten ein umfassendes Entrepreneurship-Projekt, bei denen über den gesamten Studienverlauf hinweg in Teams an einem Innovationsprojekt bzw. Gründervorhaben mit Ziel einer Gründung gearbeitet wird. Die einzelnen Teams erhalten dabei spezifisches Coaching. In diesem Verlauf können Studierende im fortgeschrittenen Stadium auch in die „THI-INnovation Company“ einsteigen.

Des Weiteren werden gründer-spezifische Kompetenzen zur Konzeption, Entwicklung und Umsetzung von Geschäftsmodellen vermittelt. Diese umfassen u.a. Lean Analytics, AI & Smart Data Science, Entrepreneurial Finance & Growth Management sowie Technology-Commercialization & Intellectual Property Management.

3.2.2 Fachübergreifende Kompetenzen des Studiengangs

Folgende überfachlichen Kompetenzen sind von besonderer Bedeutung für den Studiengang.

Methodenkompetenzen:

Über die individuell wählbaren Electives (Kategorien „Management“ und „Technology“) können sich die Studierenden je nach Vorbildung und Gründungsinteresse in Abstimmung mit dem Studiengangleiter und nach Verfügbarkeit individuell Kurse aus einem speziellen Modulangebot aussuchen. Hierbei können auch Module an Partnerhochschulen im Ausland gewählt und anerkannt werden.

Am Ende des Studiums steht die Masterarbeit zu einem Innovations- oder Gründervorhaben, welches idealtypisch die Fortführung des Entrepreneurship-Projekts in Form eines weiterentwickelten Prototypens und eines darauf basierenden Geschäftsmodells umfasst.

Sozialkompetenzen:

Durch die Kombination aus Fallstudien, Gruppen- und Projektarbeiten sowie klassischen Vorlesungen, in der Regel ergänzt um seminaristischen Unterricht, setzen die Studentinnen und Studenten nicht nur sofort ihr neu erworbenes Wissen in der Praxis um, sondern üben auch die für die heutige Arbeitswelt unabdingbaren „Soft-Skills“ bzw. die Zusammenarbeit in Teams.

Durch die Vermittlung interkultureller Kompetenzen, werden die Studierenden auf die steigenden Anforderungen des zunehmend globalisierten Digital Business und der Zusammenarbeit auch in internationalen Teams vorbereitet. Optional haben die Masteranden die Gelegenheit einmal jährlich an einer Studiengang-Exkursion zu internationalen Hot-Spots der Gründerszene teilzunehmen.

Selbstkompetenzen:

Die Absolventen dieses Masterstudiengangs verfügen neben den vermittelten Fach-, Methoden- und Sozialkompetenzen über eine hohe Transferkompetenz, die sie sowohl zur Eigengründung ermächtigt, als auch zu einer sehr interessanten Zielgruppe für innovative Unternehmen im digitalen Zeitalter macht; insbesondere als sogenannte „Intrapreneure“ oder „Business Developer“ in Großunternehmen und KMUs, z.B. auf Führungsebene und im Projektmanagement in Bezug auf (Digital) Business Development, Disruption und Transformation, Digital Business, Retail und eCommerce, Business Modelle und Applikationen in Mobilität, UXD, AI, IoT, IT-Security, weiters in Technologietransfer, Innovationsmanagement, Consulting, sowie Forschungs- und Technologie-(Aus-) Gründungen insbesondere im MINT-Bereich.

3.2.3 Prüfungskonzept des Studiengangs

Die Module, ihre Stundenzahlen, die Art der Lehrveranstaltungen, die Prüfungen, die studienbegleitenden Leistungsnachweise sowie weitere Bestimmungen hierzu sind in der Anlage 1 der zugehörigen Studien- und Prüfungsordnung (SPO) festgelegt.

Für bestandene Prüfungen und studienbegleitende Leistungsnachweise werden pro Modul Leistungspunkte gemäß dem European Credit Transfer System (ECTS) vergeben. Pro Studienjahr werden in der Regel maximal 60 Leistungspunkte vergeben. Dabei entspricht ein Leistungspunkt einer Studienbelastung von 25 Zeitstunden, die sich aus Präsenzveranstaltungen und Fernlernphasen zusammensetzen. Die Anzahl der Leistungspunkte ergibt sich aus Anlage 1 zu der SPO.

Ausgewählte Module einschließlich Prüfungen werden nach näherer Bestimmung in diesem Modulhandbuch in deutscher bzw. englischer Sprache durchgeführt.

Alle Module sind entweder Pflicht- oder Wahlpflichtmodule:

1. Pflichtmodule sind die Module des Studiengangs, die für alle Studierenden verbindlich sind.

2. Wahlpflichtmodule sind die Module des Studiengangs, die einzeln oder in Gruppen alternativ angeboten werden. Jeder Studierende muss unter ihnen nach Maßgabe der SPO eine bestimmte Auswahl treffen. Die gewählten Module werden wie Pflichtmodule behandelt.

In der Masterarbeit sollen die Studierenden ihre Fähigkeit nachweisen, die im Studium erworbenen Kenntnisse in einer selbständigen wissenschaftlichen Arbeit auf komplexe Aufgabenstellungen der Praxis anzuwenden. Das Thema der Masterarbeit wird frühestens zu Beginn des zweiten Studiensemesters ausgegeben. Die Ausgabe des Themas der Masterarbeit setzt voraus, dass mindestens Studien- und Prüfungsleistungen im Umfang von 30 ECTS erfolgreich abgelegt wurden. Die Bearbeitungszeit der Masterarbeit beträgt sechs Monate. Die Note der Masterarbeit geht mit 30% in die Gesamtnote ein.

3.2.4 Anwendungsbezug des Studiengangs

Bei der Konzeptionierung des Studiengang-Curriculums wurde großer Wert darauf gelegt, die im Bologna-Prozess geforderten Merkmale „Praxisbezug“ und „Berufsbefähigung“ sicherzustellen.

Die Verbindung der Bestandteile des Studiengangs bildet die Grundlage für die kontinuierliche Verzahnung von theoretischem Wissen und praktischer Umsetzung. Der Praxisbezug des Studiengangs ergibt sich nicht nur aus der Art und Weise der Lehre, sondern auch aus der zeitnahen Umsetzung des Erlernen. Die Studierenden haben somit die Möglichkeit, das vertiefte theoretische Wissen, das sie an der Hochschule erhalten, in ihren (Gründer-/Entrepreneurship-) Projekten und modernen Anwendungen in der Praxis zu verstärken.

Beispielsweise werden pro Masterkohorte aus dem „THI-Kick-Starter“ bis zu zehn Sachzuwendungen vergeben, woraus die Studierenden beispielsweise den Bau von Prototypen finanzieren können. Ergänzend stehen den Studierenden alle weiteren Gründungsangebote der THI (z.B. Bewerbung um einen Platz in der „TH-INnovation Company“ mit Zugang zum „TH-INnovationHUB“) sowie ihrer Netzwerkpartner zur Verfügung, wodurch ein gleitender Übergang in die Praxis gewährleistet wird.

Idealerweise haben die Masteranden am Ende ihres Studiums ein eigenes Unternehmen mit digitalem Geschäftsmodell gegründet.

3.2.5 Beitrag einzelner Module zu den Studiengangzielen

Mission		We develop personalities with responsible and innovative mindsets and comprehensive skills in general management for success in a globalized economy.								
Learning Goals <i>Graduates on Master Level</i>		Our graduates are proactive personalities with responsible characters and innovative mindsets and they have the spirit of leadership.			Our graduates have comprehensive skills in general management and the competences to develop their business fields as leaders.			Our graduates are drivers of profound solutions and enablers of innovation for success in a globalized economy.		
Learning Objectives <i>Students on Master Level</i>		Attitude of Responsibility	Entrepreneurial Spirit	Digital Competence	Strategic Competence	Operational Competence	Application Strength	Analytical Competence	Solution Agilience	Intercultural Competence
		Our students integrate their attitudes of sustainability and social responsibility in their fields of business life and leadership.	Our students think along entrepreneurial perspectives and integrate them consistently in the development of business activities.	Our students understand the success factors and the patterns of digital business modelling and apply them to their business fields.	Our students analyze the strategic impact of competitive arenas and capabilities in their business fields and create competitive strategic concepts.	Our students know the systems and drivers of value creation in their specific area of business and they develop applicable approaches for operational efficiencies.	Our students focus on applicability and they drive the implementation of concepts with the help of tools from project management and change management.	Our students use scientific research methods and data-driven models in order to create applicable decision support in an integrated and compliant way.	Our students apply methods for creativity, problem solving and business innovation and apply them to practical contexts individually and as part of a team.	Our students apply social skills and language competences for cooperative interaction with business partners in the globalized economy.
1.1	Digital Business Management									
1.2	Digital Business Technologies									
1.3	Elective 1: Management									
1.4	Elective 2: Technologies									
2.1	Lean Analytics									
2.2	AI & Smart Data Science									
3.1	Entrepreneurial Finance & Growth Management									
3.2	Technology-Commercialization & IP Management									
4.1	Entrepreneurial Methods									
4.2	Entrepreneurship-Project (Part I: project layout)									
4.3	Entrepreneurship-Project (Part II: proof of concept)									
4.4	Entrepreneurship-Project (Part III: implementation)									
5	Master Thesis									
Legend		Objective addressed basically	Objective emphasized	Course embedded AoL Measure						

3.3 Mögliche Berufsfelder

Die im Masterstudiengang Entrepreneurship and Digital Business erworbenen Kenntnisse befähigen die Absolvierenden dazu, insbesondere digitale Gründerideen zu konzipieren, auf- und umzusetzen sowie datenanalytisch und finanziell optimiert im Wachstum zu gestalten und zu kontrollieren. Des Weiteren wird die Zusammenarbeit mit Praxis-/Startup-Partnern aus dem regionalen, nationalen und internationalen Umfeld eröffnet. Die Masteranden werden befähigt bis zum Ende ihres Studiums ein eigenes, digitales Unternehmen zu gründen. Das Studium befähigt die Absolventen zudem als Intrapreneure für Unternehmen im In- und Ausland zu arbeiten.

4 Modulbeschreibungen / Course Descriptions

4.1 Pflichtfächer / Compulsory Modules

Digital Business Management			
Modulkürzel:	EDB_DBM	SPO-Nr.:	1.1
Zuordnung zum Curriculum:	Studiengang u. -richtung	Art des Moduls	Studiensemester
	Entrepreneurship and Digital Business (WS 21/22)	Pflichtfach	1
Modulattribute:	Unterrichtssprache	Moduldauer	Angebotshäufigkeit
	Deutsch/Englisch	1 Semester	nur Wintersemester
Modulverantwortliche(r):	Specht, Oliver		
Dozent(in):	Specht, Oliver		
Leistungspunkte / SWS:	5 ECTS / 4 SWS		
Arbeitsaufwand:	Kontaktstunden:	47 h	
	Selbststudium:	78 h	
	Gesamtaufwand:	125 h	
Lehrveranstaltungen des Moduls:	Digital Business Management		
Lehrformen des Moduls:	SU/Ü - seminaristischer Unterricht/Übung		
Prüfungsleistungen:	schrP90 - schriftliche Prüfung, 90 Minuten		
Verwendbarkeit für andere Studiengänge:	Keine		
Voraussetzungen gemäß SPO:			
Keine			
Empfohlene Voraussetzungen:			
Keine			
Angestrebte Lernergebnisse:			
After participating in the lecture digital business management, the students will be able to... <ul style="list-style-type: none"> • distinguish between digital business models • develop digital business models • understand digital service organizations • transform organizations into digital business 			
Inhalt:			
<ul style="list-style-type: none"> • 1. Strategic Digital Business Management <ul style="list-style-type: none"> a. Digital Strategies (Blue Ocean, Case Studies) b. Distinction of Digital Business Models c. Digital Business Models (platform economy, data to value etc.) d. Innovation Management (Incubator/Accelerator) e. New Business Opportunities • 2. Operational Digital Business Management <ul style="list-style-type: none"> a. Service Architecture & Business Opportunities b. Digital Business Service Management (ITIL, Ticket Management, Near-/Off-Shoring) 			

<ul style="list-style-type: none">c. Commercial Management (SaaS, Service- vs. License Management)d. Management Control (OKR-Framework, Transparency, Monitoring) <p>3. Digital Transformation</p> <ul style="list-style-type: none">a. Reorganisation (DevOps, CDO, Digital Empowerment)b. Agile Project Management (Scrum vs. Waterfall, Kanban)c. New Work Models <p>4. Site Visits / Case Studies</p> <p style="padding-left: 40px;">Excursion IT-Service Provider in Ismaning/Munich</p> <p style="padding-left: 40px;">Site visit and lecture on site</p>
Literatur:
Wird zu Beginn bekannt gegeben
Anmerkungen:
Keinen

Digital Business Technologies			
Module abbreviation:	EDB_DBT	SPO-No.:	1.2
Curriculum:	Programme	Module type	Semester
	Entrepreneurship and Digital Business(WS 21/22)	Compulsory	1
Modulattribute:	Language of instruction	Duration of module	Frequency of offer
	English	1 Semester	winter semester
Responsible for module:	Gmelch, Oliver		
Lecturers:	Gmelch, Oliver		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Digital Business Technologies		
Lecture types:	SU/Ü - seminaristischer Unterricht/Übung		
Examinations:	schrP - written exam 90-120 mins		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>During this course, all participants shall gain the necessary skills and competencies in the domain of digital business technologies, empowering them to apply them in their own future digital business endeavors.</p> <p>This includes that students shall:</p> <ul style="list-style-type: none"> • Become familiar with basic definitions, theories and backgrounds of digital transformation, be able to identify relevant phenomena and processes as well as major actors, • Identify major digital business technologies, considering common obstacles and critical success factors as well as limitations and the integration of traditional application systems into Digital Services, • Become empowered to critically analyze current market trends, major players and enablers on the market in the field of digital business technologies and identify their maturity and applicability for particular use cases, • Receive the necessary skillset to evaluate techniques, methods and phenomena in the field of digital business technologies regarding their suitability, work out usage scenarios and possible adoptions for other business models, • Gain insight into information security principles, risk assessment and adequate risk treatment measures and take adequate precautionary measures from the background that information security needs to become the core DNA for critical digital business processes, • Identify potential starting points for starting own business ventures and the digital business ecosystem. 			

Content:

- Digital Business Architectures and API Economy
 - Architectural Principles
 - API Creation Technologies, roles and responsibilities
 - Usage scenarios and examples
- Selected frontend and backend technologies
 - Overview and classification of technologies such as Internet of Things (IoT), interaction, or presentation techniques
 - Integration of traditional business applications
- Artificial Intelligence (AI) and Machine Learning (ML)
 - Definition and differentiation of terms
 - Applicability and usage in digital transformation scenarios
 - Intelligent automation
- Cloud Technologies
 - Definition of different usage scenarios and
 - Selection criteria for cloud service providers
 - Considerations for usage of cloud services
- Cyber Security
 - Information Security Management Systems (ISMS)
 - Risk Assessment and Treatment
 - Disaster Recovery

Literature:*Compulsory:*

- Oswald, G., Kleinemeier, M. (eds): Shaping the Digital Enterprise. Trends and Use Cases in Digital Innovation and Transformation. Springer, 2017.
- Fend, L., Hofmann, J. (eds): Digitalisierung in Industrie-, Handels- und Dienstleistungsunternehmen: Konzepte - Lösungen - Beispiele. Springer, 2020.

Recommended:

- Neugebauer, R.: Digitalisierung: Schlüsseltechnologien für Wirtschaft und Gesellschaft. Berlin / Heidelberg: Springer, 2017.
- Jacobsen, D., Brail, G., Woods, D.: APIs – A Strategy Guide, 2011.
- Kumar, P.: Ubiquitous machine learning and its applications, Hershey, PA, USA 2017.
- Chaffey, D., Edmundson-Bird, D., Hemphill, T.: Digital Business and E-commerce Management. Pearson, 2019.
- Olleros, F. X., Zhegu, M.: Research handbook on digital transformations. Cheltenham: Elgar Publishing, 2016.
- Bader, M. A., Stummeyer, C.: The Role of Innovation and IP in AI-Based Business Models. In: R. Baierl et al. (eds.), Digital Entrepreneurship – Interfaces Between Digital Technologies and Entrepreneurship, FGF Studies in Small Business and Entrepreneurship. Springer Nature: Cham, 2019.

Additional remarks:

None

Lean Analytics			
Module abbreviation:	EDB_LA	SPO-No.:	2.1
Curriculum:	Programme	Module type	Semester
	Entrepreneurship and Digital Business	Compulsory	1
Modulattribute:	Language of instruction	Duration of module	Frequency of offer
	English	One semester	winter semester
Responsible for module:	Huber, Florian		
Lecturers:	Huber, Florian		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Lean Analytics (EDB_LA)		
Lecture types:	SC / E: seminar course with exercises		
Examinations:	schrP90 - written exam, 90 mins		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
<p>There are no prerequisites. However, this course covers several perspectives and methods in a short time. As a learner, you will be better able to grasp, discuss, and apply these, if you have a basic understanding of the core ideas of Lean Startup (Ries, 2011), Lean Analytics (Croll & Yoskovitz, 2013), as well as prototyping and prototyping (Savoia, 2019). Besides the books mentioned below, there are many online videos and articles available that provide an excellent introduction to each of these themes.</p>			
Objectives:			
<p>This course aims to equip students with a comprehensive understanding and the corresponding skill set for making data-informed decisions in new business ventures.</p> <p>The course will be guided by the following learning goals:</p> <ul style="list-style-type: none"> • Students are familiar with the core concepts of the Lean Startup methodology. • Students understand the role of Lean Analytics in building a new business venture. • Students know about different prototyping/prototyping strategies and tools. • Students are capable of creating useful learning metrics and measurement baselines. • Students are confident about designing effective prototypes as well as testing their prototypes. • Students gain the necessary skills to run structured experiments and A/B tests. • Students can make data-informed decisions about a new venture or idea. 			
Content:			
<p>In this course, three main themes will be covered. First, we will explore the core concepts and practices of the Lean Startup methodology as the theoretical foundation for this course. Second, we will dive deeper</p>			

into all aspects of how a Lean Analytics approach can be used to make better strategic decisions while building a new venture. Third, we will expand our toolkit by studying different prototyping and prototyping strategies that allow us to design effective experiments.

Theme 1: Lean Startup

- Which principles guide the Lean Startup methodology?
- How do entrepreneurial and traditional managerial thinking differ?
- How can product development be aligned to maximize early learning opportunities?
- How does the build-measure-learn feedback loop work?

Theme 2: Lean Analytics

- What are the underlying principles of the Lean Analytics approach?
- What are learning metrics and how can they be created?
- How do you systematically collect and analyse data via structured experiments?
- What is the role of baselining and benchmarking in Lean Analytics?
- How do you use Lean Analytics to make data-informed decisions?

Theme 3: Prototyping and prototyping

- What are prototyping and prototyping?
- Which ethical boundaries should be considered while testing prototypes?
- Prototyping and prototyping strategies and tools
- Integrating metrics and prototyping

Literature:

Compulsory

Croll, A. & Yoskovitz (2013). *Lean analytics: Use data to build a better startup faster*. Sebastopol, CA: O'Reilly.

Ries, E. (2011). *The lean startup: How constant innovation creates radically successful businesses*. New York, NY: Crown Business.

Savoia, A. (2019). *The right it: Why so many ideas fail and how to make sure yours succeed*. New York, NY: HarperCollins.

Optional

Koning, R., Hasan, S. & Chatterji, A. (2019). *Experimentation and startup performance: Evidence from A/B testing* (NBER Working Paper Series No. 26278). Cambridge, MA: National Bureau of Economic Research. Available online: <https://www.nber.org/papers/w26278>

Additional literature and self-study resources will be provided throughout the course.

Additional remarks:

None

AI & Smart Data Science			
Module abbreviation:	EDB_AI&SDS	SPO-No.:	2.2
Curriculum:	Programme	Module type	Semester
	Entrepreneurship and Digital Business	Compulsory Subject	2
Modulattribute:	Language of instruction	Duration of module	Frequency of offer
	Deutsch / English	1 semester	summer semester
Responsible for module:	N.N.		
Lecturers:	N.N.		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	AI & Smart Data Science (EDB_AI&SDS)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	schrP90 - written exam, 90 mins		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>Nach der Teilnahme an den Modulveranstaltungen sind die Teilnehmer in der Lage,</p> <ul style="list-style-type: none"> - zu beurteilen, was Künstliche Intelligenz leisten kann - Einführung von KI-Lösungen erfolgreich zu gestalten - KI-Lösung umzusetzen - Statistische Modelle zu berechnen und zu interpretieren - Methoden für große Datenmengen sinnvoll anzuwenden - Klassifikationsprobleme mit maschinellem Lernen zu lösen - Herausforderungen und Risiken von Künstlicher Intelligenz zu beurteilen - 			
Content:			
<p>Grundlagen</p> <ul style="list-style-type: none"> - Überblick und Abgrenzung: Data Science und Künstliche Intelligenz, wichtige Funktionalitäten sowie Einsatzbereiche - Vorgehensmodell bei der Implementierung von KI-Lösungen <p>Praxis 1: Ideation und Design Thinking für einen ausgewählten Anwendungsfall</p> <ul style="list-style-type: none"> - Mögliche Einsatzbereiche für KI und ihr geschäftlicher Nutzen - Customer Journey 			

<p>Vertiefung 1: Chatbot, Natural Language Processing und Image Recognition:</p> <ul style="list-style-type: none"> - Anwendungsbeispiele aus der Praxis - Architektur und Modellierung <p>Praxis 2: Live Coding</p> <ul style="list-style-type: none"> - Prototypische Implementierung eines ausgewählten Anwendungsfalls (Chatbot, NLP oder optional Image Recognition) <p>Vertiefung 2:</p> <ul style="list-style-type: none"> - Statistische Modellierung - Business Analytics - Data Mining - Statistical, Machine and Deep Learning <p>Vertiefung 3:</p> <ul style="list-style-type: none"> - Risiken und ethische Aspekte von KI-Lösungen
<p>Literature:</p> <ul style="list-style-type: none"> - Prediction Machines; Ajay Agrawal, Joshua Gans, Avi Goldfarb; Harvard Business Review Press (2018) - The Hundred-Page Machine Learning Book; Andriy Burkov; Andriy Burkov (2019) - Artificial Intelligence; Stuart Russel, Peter Norvig; Pearson (2016) - Life 3.0; Max Tegmark; Penguin Random House UK (2017) - Meintrup: Angewandte Statistik - James et al.: An introduction to statistical learning - Chollet, Allaire: Deep Learning with R - Larose: Data Mining and Predictive Analytics
<p>Additional remarks:</p> <p>None</p>

Entrepreneurial Finance & Growth Management			
Module abbreviation:	EDB_EF&GM	SPO-No.:	3.1
Curriculum:	Programme	Module type	Semester
	Entrepreneurship and Digital Business	Compulsory Subject	2
Modulattribute:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	summer semester
Responsible for module:	Süzeroglu-Melchiors, Sevim (Prof., OTH Regensburg) / Ouellet, Jean-François (Prof. Entrepreneurship & Innovation, HEC Montréal, Canada)		
Lecturers:	Süzeroglu-Melchiors, Sevim / Ouellet, Jean-François		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Entrepreneurial Finance & Growth Management (EDB_EF&GM)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	mdIP - oral exam		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>On completing the module, the students will have achieved the following learning outcomes on the basis of scientific methods:</p> <p>Students gain in-depth theoretical and practical knowledge of entrepreneurial finance particularly start-up financing. Students understand the entrepreneurial process and the sources of financing which are relevant in different development stages of emerging ventures.</p> <p>Students know conventional and innovative financing instruments and can assess their advantages and disadvantages for new ventures and start-ups. They are familiar with start-up financing through support programs, networks, business angels, various forms of venture capital and crowd-funding, as well as loans and can classify and practically apply them. Students gain a comprehensive understanding of the chances and risks resulting from different means of capital and fund raising.</p> <p>In addition, students will be able to understand the business model of private equity and venture capital firms including their special refinancing and investment process. Finally, students will gain the skill to apply and analyze valuation methods which are suitable for entrepreneurial companies.</p>			

Students can apply use of different entrepreneurial financing instruments. They acquire the ability to prepare, resolve, and critically appraise alternatives for decisions regarding the sources and use of financing instruments considering risk and return aspects for new ventures. They are able to evaluate their impact and can translate their proposed solutions into business practice.

Students acquire the ability to develop, analyze and critically appraise alternative courses of action through group work, case studies and discussion sessions. They benefit from debating and reasoning skills, are able to work in a team and can present and defend results in front of an audience.

Students are able to contribute theoretically sound and practicable ideas for entrepreneurial financing problems and decision-making process, and to critically discuss them. They are aware of the financial and capital consequences of their decisions and are able to incorporate them into their own value system.

Content:

- Sources and forms of financing and evaluation of start-ups from seed financing to exit, e.g. through buy-back, IPO and sale of the company or transition.
- Knowledge of the business model of private equity firms and refinancing: fundraising, investor relations and the return of funds.
- Knowledge of the investment process: sourcing, screening, contracting, venture management and exiting.
- Special forms of entrepreneurial activity (especially digital entrepreneurship, corporate and social entrepreneurship and family entrepreneurship)
- Digital startup financing and valuation, Crowdfunding, -investing as financing instruments

Literature:

- Smith, J./Smith, R. (2004): Entrepreneurial Finance, 2nd Edition, Hoboken, NJ.
- Gompers, P./ Sahlman, W. A. (2002): Entrepreneurial Finance – A Casebook, New York.
- Timmons, J. A., Spinelli, S.: New Venture Creation: Entrepreneurship for the 21st Century.
- Volkmann, C., Tokarski, K., Grünhagen, M.: Entrepreneurship in a European Perspective-Concepts and Growth of New Ventures.
- Amis, D. / Stevenson, H. (2001): Winning Angels, London.

Recommended:

- Brealey, R./Myers, S./Allen, F., Principles of Corporate Finance, Maidenhead.
- Lynn, T / Mooney, J.G. / Rosati, P. / Cummins, M.: Disrupting Finance.
- Wilson, J. D.: Creating strategic value through financial technology.

Additional remarks:

Technology-Commercialization & Intellectual Property Management			
Module abbreviation:	EDB_TC&IPM	SPO-No.:	3.2
Curriculum:	Programme	Module type	Semester
	Entrepreneurship and Digital Business	Compulsory Subject	2
Modulattribute:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	summer semester
Responsible for module:	Bader, Martin / Kleyn, Madelein (Dr., Director Technology Transfer, University of Stellenbosch, South Africa)		
Lecturers:	Bader, Martin / Kleyn, Madelein		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Entrepreneurial Finance & Growth Management (EDB_TC&IPM)		
Lecture types:	SU/Ü - lecture with integrated exercises		
Examinations:	SA, 15-20 pages		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
On completing the module, the students will have achieved the following learning outcomes on the basis of scientific methods:			
<ul style="list-style-type: none"> - Understand the relevance of intellectual property (IP) and intellectual property rights (IPRs) in the context of business innovation and its role for the innovation economy, particularly for small and medium enterprises (SMEs) and startups. - Understand what role and impact have IPRs and patents in digital businesses. - Understand how can digital business models be protected. - Learn to understand and analyze contents and structures of complex practical challenges in the current innovation ecosystem. - Learn to filter, structure and process relevant information from experiences and opinions. - Learn to evaluate and reflect the IP/IPRs needs of startups and SMEs in applying IP in business; based on the scientific state of the art in innovation and intellectual property management research, practical relevance and interdisciplinary demands of the different stakeholders. - Get briefly familiar with how to retrieve these intellectual property rights in reality, e.g., how to derive a patent publication of a company from the public patent databases, e.g., Espacenet 			

Content:

In contrast to large companies, Startups as well as Small and Medium Enterprises (SMEs) across industries often have no differentiated processes, fewer research activities, and often no software tools to manage their intellectual property (IP). These often focus on clear cost/benefit aspects of a patent. As a consequence, startups need to apply more stringent criteria. They usually have a widely networked but very lean internal structure. Frequently, all IP management-related activities, e.g., the patent filing process, including file management and search activities, therefore usually involve a high degree of outsourcing to external patent law firms and consultants. In addition, the problem of IP enforceability may arise with regard to available resources and high costs. E.g., in contrast to large companies, startups are often disadvantaged and therefore generally prefer to keep an invention confidential or save costs on IP management instead of building a case investing in IP as a value driver, especially with regard to their envisioned growth or exit strategy, respectively.

The module will follow the outline:

- Fundamentals of intellectual property rights
- Patent protection strategies
- Evaluating and valuing patents
- Successful practices in commercializing patents
- Organizing patent management
- Patent management by Industry
- Patent management in new technology environments
- Generally useful information for startups when dealing with patents

Literature:

- Gassmann, Bader, Thompson (2021) Patent Management. Springer Nature

Recommended:

- Bader (2006) Managing IP in R&D Collaborations. Physica
- How to revolutionize your industry (ITEM-HSG, Universität St.Gallen):
<https://www.youtube.com/watch?v=B4ZSGQW0UMI>
- Bonakdar, A., Frankenberger, K., Bader, M.A. and Gassmann, O. (2017). 'Capturing value from business models: the role of formal and informal protection strategies', Int. J. Technology Management, Vol. 73, No. 4, pp.151–175.

Additional remarks:

None

Entrepreneurial Methods			
Module abbreviation:	EDB_EM	SPO-No.:	4.1
Curriculum:	Programme	Module type	Semester
	Entrepreneurship and Digital Business	Compulsory	1
Modulattribute:	Language of instruction	Duration of module	Frequency of offer
	English	One semester	Each winter semester
Responsible for module:	Huber, Florian		
Lecturers:	Huber, Florian		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Entrepreneurial Methods (EDB_EM)		
Lecture types:	SC / E: seminar course with exercises		
Examinations:	Project report (15 pages) and presentation during the semester		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
There are no prerequisites. However, it is recommended that you develop at least a rudimentary understanding of the German startup eco-system before you start the course. For example, you could start by familiarizing yourself with the most current "Deutscher Startup Monitor" report.			
Objectives:			
<p>The goal of this course is to develop an understanding of prominent contemporary themes in entrepreneurship. This will provide a common ground for several other courses in the Entrepreneurship and Digital Business master's programme.</p> <p>The course will be guided by the following learning goals:</p> <ul style="list-style-type: none"> • Students are comfortable with discussing entrepreneurship-related theories, models, and ideas. • Students can reflect on what entrepreneurship is and have developed a personal position towards entrepreneurship. • Students are capable of listing different contemporary theories and models of entrepreneurship and can critically differentiate between them. • Students understand different dimensions of entrepreneurial traits, principles, and beliefs and can actively evaluate and develop their own entrepreneurial profile. • Students know about common development stages, business models, and funding sources of startups and can translate their knowledge into actionable guidelines for real startups. 			
Content:			
This course equips students with a critical understanding of some of the core issues regarding contemporary entrepreneurship. It provides different theories and frameworks that allow students to construct and			

reflect on their own position towards entrepreneurship. The course is broken up into multiple parts consisting of two to three weeks each. The taught content is used as a starting point for various in-class discussions and exercises as well as small take-home assignments. The following questions provide a rough outline of the course content:

Part 1: Entrepreneurship today

- What is entrepreneurship today and why is it so popular?
- How are startups different than larger established organizations?
- Are there different types of entrepreneurship?
- How does the entrepreneurship landscape in Germany and other places in the world look like?

Part 2: Being an entrepreneur

- What does it mean to be an entrepreneur?
- Are there common personality or character traits, beliefs, principles, or behaviours that distinguish entrepreneurs?
- How do entrepreneurs work together in teams?

Part 3: Theories of entrepreneurship

- How did entrepreneurship theory develop over the last three centuries?
- What is Lean Startup and how did it develop?
- What is effectuation in the context of entrepreneurship?
- What is Design Thinking and how can it be applied to entrepreneurship?
- What is Disciplined Entrepreneurship and how can it be applied to new venture building?

Part 4: Basic concepts of startup development

- What are typical development stages and challenges of startups?
- What types of data-driven business models exist?
- What are different funding sources for startups and what is the role of investors?
- How can you determine the future value of a startup?

Literature:

Compulsory

Bundesverband Deutsche Startups e.V. (current issue). *Deutscher Startup Monitor*. Bundesverband Deutsche Startups e.V.. Available online: <https://deutscherstartupmonitor.de/>

Gedeon, S. (2010). What is entrepreneurship?, *Entrepreneurial Practice Review*, 1(3), 16-35. Available online via academia.edu

Global Entrepreneurship Monitor (current issue). *Global report*. London: Global Entrepreneurship Research Association, London Business School. Available online: <https://www.gemconsortium.org/>

Sarasvathy, S.D. (2001). Causation and effectuation: Toward a theoretical shift from economic inevitability to entrepreneurial contingency, *Academy of Management Review*, 26(2), 243-263. Available online: http://entrepreneurscommunicate.pbworks.com/f/2001_Sarasvathy_Causation+adn+effectuation.pdf

Schirmer, J., Eber, R. & Bourdon, I. (2021). 32 ways to innovate business models through data: Emerging data-driven solution business model patterns from a study of 471 late stage data-driven startups. *Proceedings of the 54th Hawaii International Conference on System Sciences*, USA, 4996-5005. Available online: <https://scholarspace.manoa.hawaii.edu/handle/10125/71226>

Optional

Aulet, B. (2013). *Disciplined entrepreneurship: 24 steps to a successful startup*. Hoboken, NJ: John Wiley & Sons.

Brandstätter, H. (2010). Personality aspects of entrepreneurship: *A look at five meta-analyses*, *Personality and Individual Differences*, 51(3), 222-230. Available online via researchgate.net

Gassmann, O., Frankenberger, K., Csik, M. & Choudury, M. (2020). *Business model navigator: The strategies behind the most successful companies*. Second edition. Harlow: Pearson Education.

Ries, E. (2011). *The lean startup: How constant innovation creates radically successful businesses*. New York, NY: Crown Business.

Uebersnickel, F., Jiang, L., Brenner, W., Pukall, B., Naef, T. & Schindlholzer, B. (2020). *Design thinking: The handbook*. Singapore: WS Professional.

Additional literature and self-study resources will be provided throughout the course.

Additional remarks:

None

Entrepreneurship-Project (Part I: project layout)			
Module abbreviation:	EDB_EP_I	SPO-No.:	4.2
Curriculum:	Programme	Module type	Semester
	Entrepreneurship and Digital Business	Compulsory	1
Modulattribute:	Language of instruction	Duration of module	Frequency of offer
	English	One semester	Only winter semester
Responsible for module:	Huber, Florian		
Lecturers:	Bader, Martin; Huber, Florian		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Entrepreneurship-Project (Part I: project layout) (EDB_EP_I)		
Lecture types:	Seminar course and guided project work		
Examinations:	Project report (15 pages) and presentation during the semester		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
There are no prerequisites. Depending on what you personally want to get out of this course, you might consider diving into the themes and ideas of the literature suggestions on the reading list before attending this course. Besides the books mentioned below, there are many online videos and articles available that provide an excellent introduction to each of these themes.			
Objectives:			
This experiential learning course challenges students to explore and develop a variety of critical skills as well as domain knowledge relevant to entrepreneurship.			
The course will be guided by the following learning goals:			
<ul style="list-style-type: none"> • Students are comfortable with their own entrepreneurial profile and know how to foster personal and professional growth based on self-reflection. • Students learn to work in teams and to create environments conducive to effective teamwork. • Students can apply different contemporary entrepreneurship methods to real-world challenges. • Students are able to systematically spot and evaluate opportunities for new products or services. • Students are capable of clearly visualising and communicating the value of opportunities. • Students foster their ability to deal with ambiguity and uncertainty. 			
Content:			
This course is highly applied and practical. It is the first of three project-based entrepreneurship courses that progressively build on each other. The course does not follow a fixed structure in terms of the presented content and student learning progression. It embraces an experiential learning philosophy, which is based			

on student-centric learning and situated learning. Students will have to take ownership of their own learning. This means that students must construct their own cognitive scaffolding and build their own knowledge structures, expert scripts, principles, heuristics, and rules-of-thumb.

The lecturers will take the role of a “guide from the side”. They will provide the proper context within which learning can occur. This includes framing the real-world startup setting, creating targeted individual and group assignments, as well as providing continuous feedback and inspiration. Students will also have ample opportunities to learn from the experiences of others via frequent in-class discussions and sharing sessions.

Based on personal interests and skills, students will collaborate in small teams. Each team will possess a unique mix of previous knowledge and expertise, which is then enriched with new concepts, ideas, and methods.

All content is presented in short lightning sessions. These sessions aim at igniting each student’s interest in the presented topics and methods. In-depth learning then happens via following-up on areas of personal interest and “hands-on” trial-and-error experimentation. Both students and lecturers may suggest additional topics.

Suggestions for lightning sessions include, but are not limited to:

- Startup team profiles, agile teamwork, team mental models, and team routines
- Desirability vs. viability vs. feasibility vs. capability in the startup context
- Customer Discovery in the Lean Startup methodology
- User research methods and design thinking
- Opportunity spotting based on trends and foresight research
- Synthesising disconnected and contrarian information as well as dealing with ambiguity
- Customer and market segmentation
- Individual and group creativity theory and methods
- Value proposition design and business model generation
- Establishing customer/problem fit
- Pitching ideas

Literature:

Compulsory

Osterwalder, A. & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*. Hoboken, NJ: John Wiley & Sons.

Uebernickel, F., Jiang, L., Brenner, W., Pukall, B., Naef, T. & Schindlholzer, B. (2020). *Design thinking: The handbook*. Singapore: WS Professional.

Optional

Burnett, B. & Evans, D. (2016). *Designing your life: How to build a well-lived, joyful life*. New York, NY: Alfred A. Knopf.

Clark, T., Osterwalder, A. & Pigneur, Y. (2012). *Business model you: A one-page method for reinventing your career*. Hoboken, NJ: John Wiley & Sons.

Dvir, D., Sadeh, A. & Malach-Pines, A. (2010). The fit between entrepreneur’s personalities and the profile of the ventures they manage and business success: An exploratory study, *Journal of High Technology Management Research*, 21, 43-51. Available online via researchgate.net

Kelley, D. & Kelley, T. (2015). *Creative confidence: Unleashing the creative potential within us all*. London: HarperCollins.

Osterwalder, A., Pigneur, Y, Bernarda, G. & Smith, A. (2014). *Value proposition design: How to create products and services customers want*. Hoboken, NJ: John Wiley & Sons.

Pink, D. (2018). *Drive: The surprising truth about what motivates us*. Revised edition. Edinburgh: Canongate Books..

Sinek, S. (2011). *Start with why: How great leaders inspire everyone to action*. New York, NY: Penguin.

Additional literature and self-study resources will be provided throughout the course.

Additional remarks:

None

Entrepreneurship-Project (Part II: proof of concept)			
Module abbreviation:	EDB_EP_II	SPO-No.:	4.3
Curriculum:	Programme	Module type	Semester
	Entrepreneurship and Digital Business	Compulsory	2
Modulattribute:	Language of instruction	Duration of module	Frequency of offer
	English	First half of the semester	Only summer semester
Responsible for module:	Huber, Florian		
Lecturers:	Bader, Martin; Huber Florian		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Entrepreneurship-Project (Part II: proof of concept) (EDB_EP_II)		
Lecture types:	Seminar course and guided project work		
Examinations:	Project report (15 pages) and presentation during the semester		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
Student must have completed the courses "Entrepreneurial Methods" and "Entrepreneurship-Project (Part I)" before starting this course.			
Recommended prerequisites:			
There are no prerequisites. Depending on what you personally want to get out of this course, you might consider diving into the themes and ideas of the literature suggestions on the reading list before attending this course. Besides the books mentioned below, there are many online videos and articles available that provide an excellent introduction to each of these themes.			
Objectives:			
<p>This experiential learning course challenges students to explore and develop a variety of critical skills as well as domain knowledge relevant to entrepreneurship.</p> <p>The course will be guided by the following learning goals:</p> <ul style="list-style-type: none"> • Students understand why and how product or service ideas should be frequently and iteratively developed and tested in "live" environments. • Students are able to alternate their perspective and approach between being problem-focused and being solution-focused. • Students are comfortable with leveraging startup metrics and basic financial models as decision-making and optimization tools. • Students can produce and effectively communicate complex information to a variety of audiences. • Students gain confidence in their abilities as an entrepreneur and learn to effectively deal with both upsides and downsides of entrepreneurial careers. 			

Content:

This is the second of three project-based entrepreneurship courses. It builds directly onto the foundation set by the previous course. It retains the flexible structure in terms of content and learning paths. This course maintains the previously established focus on experiential learning, student-centric learning, and situated learning. Lecturers continue to mentor and challenge the ongoing student projects and provide inspiration and guidance via short lightning sessions.

Suggestions for lightning sessions include, but are not limited to:

- Customer development in the Lean Startup methodology
- Minimum Viable Products (MVPs), prototyping, and prototyping in practice
- Testing prototypes and related ethical considerations
- A/B testing and systemic experiments
- Important startup metrics
- Establishing problem/solution fit
- Pricing strategies for new products and services
- Simple financial modelling strategies
- Pitching your product or service to customers, partners, and investors

Note: See the course description for Entrepreneurship-Project (Part I) for more details on the teaching approach and previously covered content.

Literature:*Compulsory*

Aulet, B. (2013). *Disciplined entrepreneurship: 24 steps to a successful startup*. Hoboken, NJ: John Wiley & Sons.

Thiel, P. & Masters, B. (2015). *Zero to one: Notes on startups, or how to build the future*. New York, NY: Crown.

Optional

BayStartUP (2014). *Businessplan-Erstellung: der Weg zum erfolgreichen Unternehmen*. 8th revised edition. Nuremberg: BayStartUP. Available online: <https://www.baystartup.de/startups/handbuch-businessplan-erstellung>

Blank, S. (2013). *The four steps to the epiphany: Successful strategies for products that win*. 5th edition. Hoboken, NJ: John Wiley & Sons.

Blank, S. & Dorf, B. (2012). *The startup owner's manual: The step-by-step guide for building a great company*. Hoboken, NJ: John Wiley & Sons.

Savoia, A. (2019). *The right it: Why so many ideas fail and how to make sure yours succeed*. New York, NY: HarperCollins.

Additional literature and self-study resources will be provided throughout the course.

Additional remarks:

None

Entrepreneurship-Project (Part III: implementation)			
Module abbreviation:	EDB_EP_III	SPO-No.:	4.4
Curriculum:	Programme	Module type	Semester
	Entrepreneurship and Digital Business	Compulsory	2
Modulattribute:	Language of instruction	Duration of module	Frequency of offer
	English	Second half of the semester	Only summer semester
Responsible for module:	Huber, Florian		
Lecturers:	Bader, Martin; Huber, Florian		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	47 h	
	Self-study:	78 h	
	Total:	125 h	
Subjects of the module:	Entrepreneurship-Project (Part III: implementation) (EDB_EP_III)		
Lecture types:	Seminar course and guided project work		
Examinations:	Project report (15 pages) and presentation during the semester		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
Student must have completed the courses “Entrepreneurial Methods”, “Entrepreneurship-Project (Part I)”, and “Entrepreneurship-Project (Part II)” before starting this course.			
Recommended prerequisites:			
There are no prerequisites. Depending on what you personally want to get out of this course, you might consider diving into the themes and ideas of the literature suggestions on the reading list before attending this course. Besides the books mentioned below, there are many online videos and articles available that provide an excellent introduction to each of these themes.			
Objectives:			
This experiential learning course challenges students to explore and develop a variety of critical skills as well as domain knowledge relevant to entrepreneurship.			
The course will be guided by the following learning goals:			
<ul style="list-style-type: none"> • Students can critically evaluate their personal aptitude and motivation for taking on entrepreneurial roles. • Students are able to differentiate between different growth and operational models for startups and can apply their knowledge and experience to real-world scenarios. • Students are comfortable with explain fundamental principles of startups and entrepreneurship methods to others. • Students can apply different valuation and financial projection methods to startup projects. • Students are able to clearly explain new business ideas on various levels and negotiate with potential clients, partners, and professional investors. 			

<ul style="list-style-type: none"> • Students accept ambiguity and are comfortable with making important decisions independently based on their own conclusions.
<p>Content:</p> <p>This is the final project-based entrepreneurship courses. It extends to teaching approach of the previous two courses and retains the flexible course structure in terms of content and learning paths. This course maintains the previously established focus on experiential learning, student-centric learning, and situated learning. Lecturers continue to mentor and challenge the ongoing student projects and provide inspiration and guidance via short lightning sessions.</p> <p>Suggestions for lightning sessions include, but are not limited to:</p> <ul style="list-style-type: none"> • Establishing solution/market fit • Entrepreneurial marketing and sales • “Blitzscaling”, growth management, and growth hacking • Agile operational models for startups • Managing the people side of startup growth • Entrepreneurial leadership • Laying the foundation for an ambidextrous organisation • Valuation methods and strategies for startups • Refining your pitch deck • Raising funding and dealing with venture capitalists <p>Note: See the course description for Entrepreneurship-Project (Part I + Part II) for more details on the teaching approach and previously covered content.</p>
<p>Literature:</p> <p><i>Compulsory</i></p> <p>Hoffman, R. & Yeh, C. (2015). <i>Blitzscaling: The lightning-fast path to building massively valuable companies</i>. London: HarperCollins.</p> <p>Kawasaki, G. (2015). <i>The art of the start 2.0: The time-tested, battle-hardened guide for anyone starting anything</i>. Revised Edition. London: Portfolio Penguin.</p> <p><i>Optional</i></p> <p>Horowitz, B. (2014). <i>The hard thing about hard things: Building a business when there are no easy answers</i>. New York, NY: HarperCollins.</p> <p>Petty, J. & Gruber, M. (2011). “In pursuit of the real deal”: A longitudinal study of VC decision making, <i>Journal of Business Venturing</i>, 26(2), 172-188. Preprint available online via University of Lausanne.</p> <p><i>Additional literature and self-study resources will be provided throughout the course.</i></p>
<p>Additional remarks:</p> <p>None</p>

4.2 Übersicht Wahlpflichtfächer / Overview Elective Modules

4.2.1 Management Electives

Business Planning in Retailing (Winter Semester)

Consumer Experience Management (Winter Semester)

Corporate Social Responsibility (Winter Semester)

Global Entrepreneurship & Intercultural Leadership* (Sommer Semester)

Helsinki Summer School* (Sommer Semester)

Kyoto Startup Summer School* (Sommer Semester)

Presentation Skills and Academic Writing (Sommer Semester)

4.2.2 Technology Electives

Mobile App Prototyping (Winter Semester)

Technology Design and Evaluation (Winter Semester)

Advanced Manufacturing Technologies / Englisch (Winter Semester)

Ausgewählte Kapitel der Digitalisierung (Winter Semester)

Selected Topics in Digitalization (Winter Semester)

Energy Management and Energy Efficiency (Winter Semester)

Interface Design (Sommer Semester)

Digitalisierung des Automobils und des automobilen Umfelds (Sommer Semester)

Technology Assessment and Business Ethics (Sommer Semester)

Advanced Manufacturing Technologies / Deutsch (Sommer Semester)

IoT: Grundlagen und Praxis (Sommer Semester)

Software Engineering (Sommer Semester)

* Studiengangseigene Electives

Global Entrepreneurship & Intercultural Leadership			
Module abbreviation:	EDB_ME	SPO-No.:	1.3
Curriculum:	Programme	Module type	Semester
	Entrepreneurship and Digital Business	Elective	2
Modulattribute:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	summer semester
Responsible for module:	McDonald, James		
Lecturers:	McDonald, James; Shirley, Thomas (School of Global Innovation and Leadership, San José State University, California, USA)		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:		75 h
	Self-study:		50 h
	Total:		125 h
Subjects of the module:	Global Entrepreneurship & Intercultural Leadership		
Lecture types:	SC / E: seminar with block lectures/projects		
Examinations:	LN - Research Paper and Presentation		
Usability for other study programs:	This module is offered f other degree programs of THI as well if indicated in the respective Module Handbooks.		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>Participants in the course can expect</p> <ul style="list-style-type: none"> • exposure to contemporary investigations into intercultural business communication. • insight into relevant communication and leadership theories and practices. • opportunities for individualized exploration and analysis of specific intercultural communication contexts. 			
Content:			
<p>Course content (discussions and readings) will focus on three large topics at the intersection of <i>culture</i> and <i>entrepreneurship</i>:</p> <ul style="list-style-type: none"> • The practical relevance of intercultural communication to startups and entrepreneurship • The evolution and management of corporate cultures from startup to larger and more complex organizational forms • Practical examples of intercultural business communication (e.g. multicultural teams, leadership styles) 			

Literature:

- Fritsch M., Wyrwich M. (2019) Entrepreneurship Culture and Regional Development. In: Regional Trajectories of Entrepreneurship, Knowledge, and Growth. International Studies in Entrepreneurship, vol 40. Springer, Cham.
- Hennessey B.A. (2016) The Creativity–Motivation–Culture Connection. In: Glăveanu V. (eds) The Palgrave Handbook of Creativity and Culture Research. Palgrave Studies in Creativity and Culture. Palgrave Macmillan, London.
- Joshi D. (2021) Role of Culture in Success of Global High-Tech Startup Businesses from India. In: Thakkar B.S. (eds) Culture in Global Businesses. Palgrave Macmillan, Cham.

Additional remarks:

None

Helsinki Summer School			
Module abbreviation:	EDB_ME	SPO-No.:	1.3
Curriculum:	Programme	Module type	Semester
	Entrepreneurship and Digital Business	Elective	2
Modulattribute:	Language of instruction	Duration of module	Frequency of offer
	English	Three weeks	summer semester (August)
Responsible for module:	Huber, Florian; Bader, Martin		
Lecturers:	External		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	75 h	
	Self-study:	50 h	
	Total:	125 h	
Subjects of the module:	Helsinki Summer School		
Lecture types:	SC / E: seminar course with exercises		
Examinations:	The exam type and grading depend on the selected course and local regulations provided by the course instructors.		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>The Helsinki Summer School Program provides an intensive learning opportunity in the capital of Finland. The goals of this study-abroad program are to develop new skills relating to your entrepreneurial profile while at the same time improving your ability to effectively work in intercultural settings.</p> <p>The specific learning goals will depend on the chosen course. Overall learning goals include:</p> <ul style="list-style-type: none"> • Students have identified additional skills relevant to their entrepreneurial career paths. • Students are able to apply these additional skills to their ongoing startup projects. • Students can communicate effectively with students from other cultures. • Students explore and reflect on how to effectively work in intercultural settings. • Students are able to reflect on their own culture's influence on their beliefs, principles, and behaviors and navigate different intercultural settings. 			
Content:			
The Helsinki Summer School is organized annually by the University of Helsinki. It is an international summer school offering courses that cover a wide range of multidisciplinary topics. THI students enrol in a course of their choice relating to the Entrepreneurship and Digital Business master's program. At the same			

time, they participate in the social program offered alongside the taught classes and immerse themselves in the Finnish culture.

The available course catalogue changes from year to year. Relevant courses from previous summer schools have included:

- 21st-century digital storytelling: The new media, technology and frames of reality
- Philosophy of artificial Intelligence
- Global poverty, human rights and development
- Physics of functional materials
- Service marketing and design

The Helsinki Summer School usually takes place each August. For more information, please visit <https://apply.helsinkisummerschool.fi>

Literature:

The required literature depends on the selected course and will be provided by the respective course instructors either before or during the first week of classes.

Additional remarks:

More detailed information is provided on the Helsinki Summer School website. Please study this information carefully, incl. application deadlines. In addition, please consider the following conditions:

- This is an independent study program offered by the University of Helsinki and other cooperating universities. Students will have to apply to the program by themselves. THI cannot guarantee that applicants will be accepted into the program. However, in case you applied and did not get accepted, we will try to transfer you to another available elective as a replacement option.
- All costs relating to course participation, travel expenses, housing, and living expenses will need to be covered by the students themselves. THI will not provide any financial assistance.
- Please talk to the person responsible for this module to agree on an individual study plan.

Kyoto Startup Summer School			
Module abbreviation:	EDB_ME	SPO-No.:	1.3
Curriculum:	Programme	Module type	Semester
	Entrepreneurship and Digital Business	Elective	2
Modulattribute:	Language of instruction	Duration of module	Frequency of offer
	English	Two weeks	summer semester (August)
Responsible for module:	Huber, Florian; Bader, Martin		
Lecturers:	External		
Credit points / SWS:	5 ECTS / 4 SWS		
Workload:	Contact hours:	95 h	
	Self-study:	30 h	
	Total:	125 h	
Subjects of the module:	Kyoto Startup Summer School		
Lecture types:	Seminar course and guided project work		
Examinations:	The exam type and grading will follow the local regulations provided by the course instructors.		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
None			
Recommended prerequisites:			
None			
Objectives:			
<p>The Kyoto Startup Summer School provides an intensive learning opportunity in Japan. The goals of this study-abroad program are to develop new skills relating to your entrepreneurial profile while at the same time improving your ability to effectively work in intercultural settings.</p> <p>The specific learning goals are depended on the course structure of the chosen year. Please study this information carefully, incl. application deadlines. Overall learning goals include:</p> <ul style="list-style-type: none"> • Students have identified additional skills relevant to their entrepreneurial career paths. • Students are able to apply these additional skills to their ongoing startup projects. • Students can communicate effectively with students from other cultures. • Students explore and reflect on how to effectively work in intercultural settings. • Students are able to reflect on their own culture's influence on their beliefs, principles, and behaviors and navigate different intercultural settings. 			
Content:			
The Kyoto Start-up Summer School is composed of different lectures and workshops taught and facilitated by a diverse teaching team. Students and educators from around the world come together to make this a			

truly international experience. The final program is different each year and depends on the participating lecturers and coaches.

Lectures and workshops in previous summer schools were focused on:

- Advanced Design Thinking
- Lean Startup
- Innovation eco-systems and innovation platforms
- Mechatronic prototyping
- Acquiring funding for startups
- AI and robotics
- Branding, storytelling, and startup pitching
- Creating a startup culture
- Guest lectures by startup founders from around the world

One of the highlights of this program is the Startup Weekend that all Kyoto Startup Summer School participants take part in during their last weekend. Organized around the world, Startup Weekends are weekend-long, hands-on experiences where aspiring entrepreneurs create a startup in 54 hours. Startup Weekend Kyoto International is organized by volunteer organizers from Kyoto. It is scheduled at the end of the Kyoto Startup Summer School for participants to apply everything they've learned throughout the two weeks.

In addition to the academic component of the Kyoto Startup Summer, a social program is organized that encourages participants to learn more from each other and take part in various site visits and team activities.

The Kyoto Startup Summer School usually takes place each August. For more information, please visit <http://www.kyotostartupschool.org>

Literature:

Relevant course literature will be provided by the course instructors either before or during the first week of classes.

Additional remarks:

More detailed information is provided on the Kyoto Startup Summer School website. Please study this information carefully. In addition, please consider the following conditions:

- This is an independent study program offered by the Kyoto Design Lab at the Kyoto Institute of Technology. Students will have to apply to the program by themselves. THI cannot guarantee that applicants will be accepted into the program. However, in case you applied and did not get accepted, we will try to transfer you to another available elective as a replacement option.
- All costs relating to course participation, travel expenses, housing, and living expenses will need to be covered by the students themselves. THI will not provide any financial assistance.

Please talk to the person responsible for this module to agree on an individual study plan.

4.3 Masterarbeit / Master's Thesis

Master's Thesis			
Module abbreviation:	EDB_MT	SPO-No.:	5.1
Curriculum:	Programme	Module type	Semester
	Entrepreneurship and Digital Business	Compulsory Subject	3
Modulattribute:	Language of instruction	Duration of module	Frequency of offer
	English	1 semester	Winter and summer term
Responsible for module:	Bader, Martin		
Lecturers:	Bader, Martin; Gmelch, Oliver; Huber, Florian		
Credit points / SWS:	25 ECTS / 2 SWS		
Workload:	Contact hours:	23 h	
	Self-study:	602 h	
	Total:	625 h	
Subjects of the module:	Master's Thesis		
Lecture types:	Tutorial		
Examinations:	Colloquium		
Usability for other study programs:	None		
Prerequisites according examination regulation:			
Release of the Master Thesis subject assumes the successful completion of credits and examinations totaling at least 30 ECTS. There is a six-month preparation period for the Master Thesis. The regulations on the issuance of the thesis in the general examination regulation of the Technische Hochschule Ingolstadt are also applicable.			
Recommended prerequisites:			
None			
Objectives:			
Students will show their scientific competence and knowledge.			
Content:			
<p>The master's thesis seminar will support students in planning and preparing their master thesis. Furthermore, they get an early feedback on their master thesis idea. The seminar is designed for comprehensive preparation (e.g. short presentation of master's thesis proposals, discussion of results and methodological problems). General basics like APA style, literature research and management will be prepared and discussed. The seminar offers a great opportunity for reflection of student's research projects and questions:</p> <ul style="list-style-type: none"> - Support in choosing a topic for a master's thesis - Understanding and practical implementation of the guidelines for the preparation of a master thesis proposal - Developing an understanding of the structure and style requirements of a master's thesis <p>The Master's Thesis will be coached and evaluated by a professor and the students choose their topics individually.</p>			

Literature:Compulsory:

- Depends on the topic of the Master's Thesis

Recommended:

- GLASMAN-DEAL, 2010. *Science Research Writing for Non-Native Speakers of English*. ICP, ISBN 1-84816-310_X
- GHOURI, P, and K. GRONHAUG, 2010. *Research methods in Business Studies*. 4. Edition. ISBN 0273712047

Additional remarks:

- Deadline winter semester: January 15th
- Deadline summer semester: July 15th