

1. Module Description Entrepreneurship Boot Camp

Entrepreneurship Boot Camp						
Title	Entrepreneurship Boot Camp (THI Summerschool)					-
Lecturer	Bader, Martin					
Language	English					
Type of module	Additional elective					
Duration	Two weeks – part of the winter term					
Lecture in module	Entrepreneurship					
Teaching methods	Lecture with presentation and devising a business plan					
Prerequisites	Keine					
Hours	SWS	ECTS	Contact hours		Self studies	sum
	4	5	47 h		32 h	79 h
Exam	presentation (15 Min.) and paper (10-15 pages)					
Learning outcomes	<p>The course provides its participants with both theoretical and practical knowledge about entrepreneurship. In particular, it is intended to inspire and provide the participants with the basic knowledge to build up a start-up. Competencies and skills for the realization of an own business idea are promoted. To this end, participants form teams to work on their own entrepreneurial projects during the course. In addition to interactive course content, in which the identification, evaluation and exploitation of entrepreneurial opportunities, the development and implementation of business models, and the resource and financing possibilities of a start-up are taught, parts of the Lean Startup principle are also applied. The aim of the event is that participants develop and pitch a business concept and record it in the form of an extended slide deck or business concept.</p>					
Contents	<ul style="list-style-type: none"> • Business idea development • Design thinking (problem and solution space) • Value proposition design • MVP and prototyping • Business model canvas • Business concept & plan • Pitch 					
Literature	<ul style="list-style-type: none"> • Disciplined Entrepreneurship; Bill Aulet • The Lean Startup – How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses Theory and Application; Eric Ries • Art of the Start 2.0 – The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything; Guy Kawasaki • Entrepreneurial Living: 7 Steps to Entrepreneurial Happiness; Dietmar Grichnik • The Business Model Navigator; O Gassmann, K Frankenberger, M Csik 					