

Course description

Winter & Summer Schools

GENERAL DATA

Course Unit Title	Entrepreneurship		
Module			
Course Unit Code	IFLV6589	Type of Course Unit	ILV
Level of Course Unit	Bachelor	Year of Study	1
Semester	Spring 2025	ECTS Credits allocated	3

SPECIAL INFORMATION

Name of Lecturer	Ass. FH-Prof. Mag. Desiree Wieser, PhD
Objective of the Course (Learning Outcomes)	<p>This module aims to provide students with a core understanding of entrepreneurship, theory and practice through a blend of theoretical and collaborative learning activities:</p> <ol style="list-style-type: none">1) Students understand the fundamentals and current concepts of entrepreneurship.2) Students learn methods for systematically planning entrepreneurial activities.3) Students practice methods for systematically planning entrepreneurial activities.4) Student learn from entrepreneurs and can reflect on failures and achievements of them by interacting with entrepreneurs
Mode of Delivery	blended learning
Course Contents	<p>In this course, students have the opportunity to learn the fundamentals of entrepreneurship through the application of theoretical and practical methods and embark on a transformative journey to develop and discover entrepreneurial mindsets, skills, and tools. Therefore, this course is suitable for both graduate and undergraduate students.</p> <p>After a brief introduction and definition of entrepreneurship, exposing some common myths and talking about the different types of entrepreneurship, we will focus on opportunities. While learning more about the entrepreneur, entrepreneurial skills and mindsets, students will understand how to create and find opportunities. In a next step, they will recognize how those opportunities can be evaluated and how we can take advantage of them. To do so we will explore business models and look into business planning. Finally, by highlighting the importance of teams, talking about financing and intellectual property issues, addressing also failure, the topic of resourcing opportunities will be covered. Practical examples will be used to support the content transfer at different stages throughout the learning path.</p> <p>In the final assignment, students will have the opportunity to connect with a real-world entrepreneur by interviewing him/her. Exploring an individual entrepreneur's career path, will provide students with a chance to learn from experience and reflect on the learnings of others to further develop their entrepreneurial skills and mindsets.</p> <p>The content is structured as follows:</p> <ul style="list-style-type: none">• Myths of Entrepreneurship: what is entrepreneurship?

- Types of Entrepreneurship
- The Entrepreneur & Entrepreneurial Skills
- Ideas & Opportunities: Mindset, Self-Leadership, Creativity, Idea Generation, Opportunity Recognition, Experimenting
- Business Models
- Business Planning & Funding
- Entrepreneurial Ecosystem
- Failure
- Interview with an Entrepreneur

The course uses interactive and practice-based learning methods, including discussions, group works, cases studies, games, and exchange with experts. Class participation is compulsory both in individual and group activities, which encourages creative thinking and 'learning by doing'. The lecturer will act as input provider but also facilitator.

Recommended Reading

Blank, S. (2013). Why the Lean Start-Up Changes Everything. Harvard Business Review, 91(5), 64. <http://doi.org/10.1109/Agile.2012.18> Byers, T. H., Dorf, R. C., & Nelson, A. J. (2014). Technology ventures: from idea to enterprise. New York: McGraw Hill. Dollinger, M. J. (2008). Entrepreneurship: Strategies and resources (4th ed.). Lombard, Ill: Marsh GEM (Global Entrepreneurship Monitor) (2022). Global Entrepreneurship Monitor 2021/2022 Global Report: Opportunity Amid Disruption. London: GEM. Johnson, M. W., Christensen, C. M., & Kagermann, H. (2008). Reinventing your business model. Harvard business review, 86(12), 57-68. Neck, H. M., Neck, C. P., & Murray, E. L. (2019). Entrepreneurship: The practice and mindset. Sage Publications.

Planned Learning Activities and Teaching Methods

The course comprises an interactive mix of lectures, discussions and individual and group work.

Assessment Methods and Criteria

1. In class participation, preparation and follow-up processing (20%).
2. Project Work (80%) – Interview with an Entrepreneur:
 - o 50% Assignment (Paper)
 - o 50% Presentation