

Course: Entrepreneurship – New Venture Development

Semester	Duration	Course character	Workload	Credit Points	Examination form
	one Semester/ once a year	Elective	90 h, davon 28 h Contact studies 62 h Self studies	3	Presentations

Course coordinator:

TingFeng Tan

Prerequisites:

NIL

Description of the course:

During this course, learners develop entrepreneurial qualities such as resilience, creativity, self-confidence, etc through reviewing case stories and by applying Lean Business Model Canvas (LBMC) methodology on team projects. Learners will also have the opportunity to improve their collaboration and communications skills by developing a problem-driven business idea from concept into a viable business model.

The content of this course will cover the following topics:

1. Problem- Solution fit, Product-Market fit and Scale
2. Lean Business Model Canvas (LBMC) methodology
3. Team Collaboration

Competency aims:

1. Articulate the stages of innovative and enterprising business planning with reference to Problem-Solution fit, Product-Market fit and Scale.
2. Apply the Lean Business Model Canvas (LBMC) methodology by mapping the business model of an existing enterprise to the Canvas.
3. Develop an innovative and viable business model through team collaboration and application of Lean Business Model Canvas (LBMC) methodology

Course components:

1. Lecture
2. Case studies
3. Group Activities
4. Group Discussion
5. Group Presentation

References:

Ash Maurya (2012). Running Lean: Iterate from Plan A to a Plan that Works, (2nd ed.). O'Reilly Media, Inc. United States of America

Lecturer	Course language	Usability in ongoing studies / other studies
TingFeng Tan	English	