Syllabus

Course Description

Course Title	Entrepreneurship and Innovation Management
Course Code	27339
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	German
Degree Course	Bachelor in Economics and Management
Other Degree Courses (Loaned)	
Lecturers	Prof. Dr. Christoph Stöckmann, Christoph.Stoeckmann@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/47446
Teaching Assistant	
Semester	Second semester
Course Year/s	3
CP	6
Teaching Hours	36
Lab Hours	9
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	The course introduces the most important concepts, methods and ways of thinking in entrepreneurial practice. Students learn how to develop and evaluate innovative ideas and turn them into viable business models - both in start-ups and in established companies. Through practical activities, they acquire solid skills in the application of creativity techniques, market analyses and pitch formats. The aim is to strengthen entrepreneurial and innovative thinking and promote the ability to implement projects independently.
Course Topics	Students learn to think and act entrepreneurially. They learn how

	business ideas and business models can emerge from product ideas and how these can be iteratively developed. In particular, they learn to recognise the central role of the customer perspective. In addition, academic literature from the field of entrepreneurship and innovation management is discussed. As part of the course, students will develop and evaluate their own business ideas and models. They will learn how to analyse customer benefits and feasibility and how to identify which financial factors are of particular importance. In addition, they gain knowledge about leadership and management, especially in entrepreneurial, innovative and creative projects.
Keywords	- Entrepreneurial thinking and action - Environmental influences and trends - Development and evaluation of business ideas and business models - Leadership and management in start-up and innovation processes - Growth processes
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Lectures, exercises, projects
Mandatory Attendance	Attendance is not compulsory - but recommended
Specific Educational Objectives and Learning Outcomes	ILO (Intended Learning Outcomes) ILO 1 Knowledge and understanding ILO 1.1 Knowledge of business and organisational models ILO 1.2 Knowledge of management and target agreements, plans and organisational functions ILO 1.3 Knowledge of methods of business decision making and strategic management ILO 1.4 Knowledge of decision-making concepts and models for the introduction of new products, pricing, distribution channels and (digital) means of communication ILO 1.5 Understanding of social responsibility, consumer protection, sustainable marketing ILO 1.6 Knowledge of concepts, models and tools for critically analysing business and corporate strategies

	ILO 2 Ability to apply knowledge and understanding ILO 2.1 Be able to correctly apply management principles and theoretical models as well as empirical analytical tools to complex problems in typical management situations in the appropriate context ILO 2.2 be able to formulate strategies and identify critical steps in the implementation of a competitive strategy ILO 3 Making judgements ILO 3.1 recognise the most important problems in complex decision-making situations ILO 3.2 critically analyse the facts and the situations to be dealt with ILO 3.3 combine information and analytical methods, including the use of modern software packages, in a logical argument to find a solution ILO 4 Learning skills ILO 4.1 Obtain information required in everyday working life from databases, scientific literature, laws and guidelines ILO 4.2 Critically analyse and integrate data, information and future experiences, also using advanced software packages
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	Participating students: Written examination and PowerPoint presentation. The written exam (50%) tests knowledge and understanding, the ability to apply knowledge and understanding, and making judgements. It consists of approximately 4 to 6 questions of varying weight, to be completed within 60 minutes. ILOs: 1.1-1.6, 2.1, 2.2, 3.1, 3.2. The PowerPoint presentation (50%) tests the ability to apply

	knowledge and understanding, making judgements, and learning skills. It is a team-based presentation followed by a discussion, scheduled during the final part of the semester, and lasts approximately 30 to 60 minutes. ILOs: 2.1, 2.2, 3.1, 3.2, 4.1, 4.2 Non-participating students: Written exam. The written examination (100%) tests knowledge and understanding, the ability to apply knowledge and understanding, and making judgements. It consists of two sections: a) approximately 4 to 6 questions of varying weight, and b) a case study with about 3 to 5 questions to be answered. The total duration is 120 minutes. ILOs: 1.1-1.6, 2.1, 2.2, 3.1, 3.2.
Evaluation Criteria	The following evaluation criteria are essential for the assessment: - Correctness and reliability of the statements - Structure and clarity of the presentation - Logic and coherence of the argumentation - Integration and networking of the content learnt - Selection and application of the acquired knowledge - Quality, applicability and innovative content of the results
Required Readings	- Fueglistaller, U., Fust, A., Müller, C., Müller, S., & Zellweger, T. (2019): Entrepreneurship: models - implementation - perspectives. With case studies from Germany, Austria and Switzerland, 5th edition, Springer. - Grichnik, D., Brettel, M., Koropp, C., & Mauer, R. (2017): Entrepreneurship: entrepreneurial thinking, decision-making and action in innovative and technology-oriented companies, 2nd edition, Schäffer-Poeschel. - Vahs, D., Brem, A. & Oswald, C. (2023): Innovation management: From the idea to successful commercialisation, 6th edition, Schäffer-Poeschl."
Supplementary Readings	Further articles will be announced during the course.
Further Information	
Sustainable Development Goals (SDGs)	No poverty, Good health and well-being, Reduced inequalities, Decent work and economic growth, Industry, innovation and infrastructure, Gender equality