

Course Description – Summer 2021

Title	Entrepreneurship
Faculty	Business and Economics
Professor	Prof. Dr. N. Richter
ECTS	5
Level	Bachelor
Requirements	-
Add. Information	Students have to take a comprehensive written in-class examination.
Content	Students gain knowledge about the main areas of entrepreneurship: shaping business opportunities, building a business model and strategy, organizing a company, writing a business plan, financing a business (angel investment and venture capital), going public and scaling a business. Students practice the development of strategies and concepts to generate competitive advantages. Students learn how to analyze markets and forecast developments and how to develop innovative product offerings and services.