

## Syllabus: “Entrepreneurship and Creativity (Create Creative Entrepreneurs)”

International School, Winter Semester 2022/23

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### (a) Inhalt und Ansatz | Content and Approach

- The course is intended for students of the faculty of business and economics, and exchange students of all faculties, to create awareness of the concepts, challenges, and opportunities in the creative economy.
- Teaching methods are oriented towards student-centred learning and include activities such as lectures, group work, peer review, and consultations with the instructor.
- The course will be offered as an in-person session.
- Students are required to at least have an advanced level of English to follow the lessons.
- Completion of assignments and regular attendance (at least 80% of all sessions) is required for exam admission.
- For the successful completion of the course, the student will be awarded 5 ECTS. Therefore, students should be prepared to spend a considerable time working with the study content.
- For the course, students will need a laptop and a smartphone.
- Participants are required to register for the course via Stud.IP, where all teaching resources will be made available.

### (b) Qualifikationsziele | Learning Objectives

- This course is aimed to create awareness of the concepts, challenges, and opportunities in the creative economy.
- The project is being implemented within the framework of the Creative Spark: Higher Education Enterprise Programme supported by British Council.
- The course aim is to develop entrepreneurial skillsets in early-stage creative entrepreneurs and to facilitate innovative thinking that will develop the potential for young professionals to recognize and critically analyze opportunities within the sector and in turn create employment in their local regions
- The following modules will be covered by the course:
  - Module 1: Essential skills for creative entrepreneurs:
    - Characteristics and Skills of Entrepreneurs
    - Team Theory
    - Design Thinking, Opportunity Recognition and Solution Generation
    - Communications
  - Module 2: Skills for building and running successful creative enterprises:
    - Creative Start-Ups: Top Tips
    - Business Planning and Business Plan
    - Financing your Business
  - Module 3: Marketing and branding:

- Marketing concepts and principles
- Market testing techniques and evaluation methods
- Marketing strategy
- Concepts of branding
- Brand strategy
- Brand ethics and innovation
- Module 4: Digital skills for creative entrepreneurs:
  - Introduction to emerging digital technologies
  - Digital media and marketing
  - Digital and Web Analytics

### (c) Kursstruktur | Course Structure

- The time schedule and room can be found on StudIP, in the course information

### (d) Studien- und Prüfungsleistungen | Course Assessment

- **The exam was already written in December 2022! The exam can't be taken again in February 2023! Only students who already had taken the exam in December will be able to gain a grade and the ECTS points for the course!**
- The exam is two-folded. In the lecture you will create a business canvas for a creative business idea, which includes a presentation and pitch talk of your project. The project will be done in small groups and is 50% of your final grade. The other 50% is a written exam about the lectures contents.
- The presentation and pitch talk will be performed during the course; Dates will be given out individual to the groups. The written exam will be held on 21.12.2022. The room will be announced over Stud.IP.
  - The registered date for the exam is 03.02.2023. Which is not the date the exam will be written, but the date the student will have to register to get a mark on their transcript.
- For the successful completion of the course, the students will be awarded 5 ECTS.