

Course Catalogue

Modulhandbuch

Business Innovation and Entrepreneurship

Business Innovation and Entrepreneurship



Department of Business Administration
Weiden Business School

Master of Arts (M.A.)

Master of Arts (M.A.)

Business Innovation and Entrepreneurship - Master
Business Innovation and Entrepreneurship - Master

Winter semester 2026
Wintersemester 2026

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1 Preliminary Notes

Vorbemerkungen

1.1 General Notes

Allgemeine Hinweise

Note:

Please make note of the program and examination regulations of the degree program in the currently valid version (German: Studien- und Prüfungsordnung → SPO).

Program Structure:

The program comprises a standard duration of 3 semesters.

Registration Formalities:

All examinations must be registered with the Students' Office. Additional formalities are listed in the module descriptions.

Abbreviations:

- ECTS = The European Credit Transfer and Accumulation System (ECTS) is a credit point system for accreditation of course achievements.
- SWS = Semesterwochenstunden – Semester hours per week
- SPO = Studien- und Prüfungsordnung = Program and Examination Regulations
- ASPO = Allgemeine Studien- und Prüfungsordnung – General Program and Examination Regulations

Note on Modular Assessments and Abbreviations:

For all modular assessments within this degree program, the list of abbreviations defined in the currently valid General Program and Examination Regulations (ASPO) applies.

1.2 Workload Calculation

Workload Berechnung

Workload:

According to Section (§) 8 Para. 1 Sentence 3 BayStudAkkV, the following applies: One credit point is based on a workload of 25 to 30 hours.

To calculate the workload, a distinction must be made between the following working hours, whereby the lecture-free period must also be considered (cf. justification for BayStudAkkV):

- Attendance study = hours of direct teaching
- Self-study = hours for the preparation and follow-up of the learning material
- Exam preparation = hours spent preparing for an examination event
- Examination workload = hours required to complete the examination
- Internships = hours of practical training
- Total workload = sum of hours

Example:

Module A comprises seminar classes plus exercises with 4 semester hours per week (SWS) and a practical course with 4 SWS.

Attendance:

At OTH Amberg-Weiden, the calculation assumes that attendance of a course is equivalent to one credit hour (= 45 minutes) with a full hour of work (1 hour = 60 minutes). This is based on 15 dates per semester (regardless of the actual duration of the semester). This results in (4 SWS seminar lessons plus exercises + 4 SWS practical course) * 15 dates in the semester * 1h = 120 hours workload

Self-study:

Preparation and follow-up of lessons: 60 hours

Preparation and follow-up of the internship: 60 hours

Total 120 hours

Exam preparation (approx. 3-4 weeks): 60 hours

Total:

Attendance (120 hours) + self-study (120 hours) + exam preparation (60 hours) = 300 hours

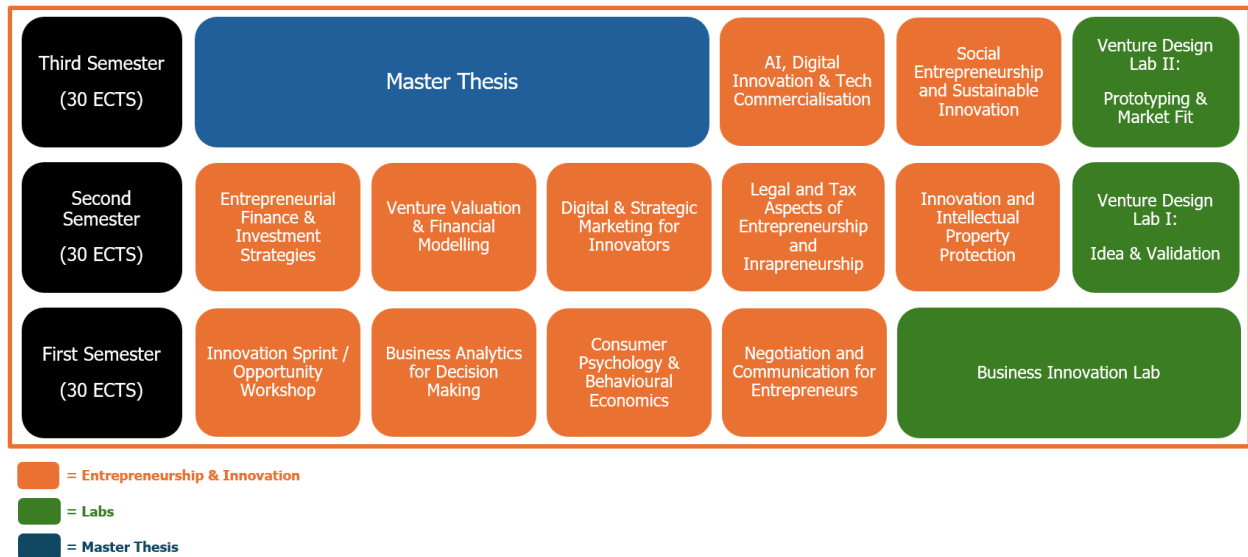
ECTS points:

1 credit = 30 hours of work => 300 hours of work = 10 credits

10 ECTS credits are awarded for the module.

2 Program Structure

Studienplan



Curriculum for master's degree program in full-time [Business Innovation and Entrepreneurship]



Start of study: (please select) →		winter term								
No.	Modulegroups/Modules	1. Semester		2. Semester		3. Semester		Total		
		contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	contact time (SWS)	ECTS	%
1	Modules in the 1st semester	21	30	0	0	0	0	21	30	33%
1.1	Innovation Sprint / Opportunity Workshop	4	5							
1.2	Business Analytics for Decision Making	4	5							
1.3	Consumer Psychology & Behavioural Economics	4	5							
1.4	Negotiation and Communication for Entrepreneurs	4	5							
1.5	Business Innovation Lab	5	10							
2	Modules in the 2nd semester	0	0	22	30	0	0	22	30	33%
2.1	Legal and Tax Aspects of Entrepreneurship and Intrapreneurship			4	5					
2.2	Innovation and Intellectual Property Protection			4	5					
2.3	Entrepreneurial Finance & Investment Strategies			4	5					
2.4	Digital & Strategic Marketing for Innovators			4	5					
2.5	Venture Valuation & Financial Modelling			4	5					
2.6	Venture Design Lab I: Idea & Validation			2	5					
3	Modules in the 3rd semester	0	0	0	0	10	15	10	15	17%
3.1	AI, Digital Innovation & Tech Commercialisation					4	5			
3.2	Social Entrepreneurship and Sustainable Innovation					4	5			
3.3	Venture Design Lab II: Prototyping & Market Fit					2	5			
4	Master's degree	0	0	0	0	0	15	0	15	17%
4.1	Master Thesis					0	15			
	Total:	21	30	22	30	10	30	53	90	100%

3 Module Descriptions

Modulbeschreibungen

3.1 Entrepreneurship & Innovation

Entrepreneurship & Innovation

ID	Name
	Innovation Sprint / Opportunity Workshop
	Business Analytics for Decision Making
	Consumer Psychology & Behavioural Economics
	Negotiation and Communication for Entrepreneurs
	Legal and Tax Aspects of Entrepreneurship and Intrapreneurship
	Innovation and Intellectual Property Protection
	Entrepreneurial Finance & Investment Strategies
	Digital & Strategic Marketing for Innovators
	Venture Valuation & Financial Modelling
	AI, Digital Innovation & Tech Commercialisation
	Social Entrepreneurship and Sustainable Innovation

3.2 Labs

Labs

ID	Name
	Business Innovation Lab
	Venture Design Lab I: Idea & Validation
	Venture Design Lab II: Prototyping & Market Fit

3.3 Master's Degree

Masterabschluss

ID	Name
	Master's Thesis

4 Crediting of Previous Studies and Virtual University of Bavaria (VHB)

Anrechnungen vorheriger Leistungen und Virtuelle Hochschule Bayern (VHB)

4.1 Crediting of Previous Studies

Anrechnung vorheriger Leistungen

In principle, achievements that have already been successfully completed (including internships, if applicable) can be credited - even from an already completed first degree program. However, the achievements of previous studies can only be credited if the learning outcome can be attributed to a Master level or corresponds to the learning outcome of a module in the OTH Master's degree program.

For this purpose, a corresponding application with an official grade confirmation from your previous university must be submitted to the study office after enrolment at OTH. Subsequently, the respective lecturers will check whether the subjects already taken correspond to the requirements of our subjects in terms of content and scope (credit points or semester hours per week), etc. Depending on the outcome, recognition may or may not be granted. You can make your own assessment by comparing your previous subjects with the descriptions in the module handbook of the respective OTH program.

Since experience shows that the processing of applications can take several weeks, it is advisable to clarify the situation personally with the respective lecturer (e.g. office hours) immediately at the beginning of the semester for subjects in the first semester, so that you know at short notice whether you have to attend the lecture or not, or whether any certificates of achievement still have to be submitted. For this purpose, please bring along all relevant documents (e.g. the module handbook of your previous university), which enable a comparison (excerpts also attached to the application).

4.2 Crediting of VHB Courses

Anrechnung von VHB-Kursen

For courses taken during your studies at the vhb or at the Language Center, a corresponding application for credit must be submitted. This can be downloaded from the Primuss portal and submitted to the study office and the examination board together with the relevant evidence.

In addition to the Elective Modules offered at the university, selected courses at the Virtual University of Bavaria (vhb: <https://www.vhb.org/en/>) can also be recognized as Elective Modules. The decision for recognition is made by the examination board (typically not more than two vhb courses are credited as elective modules). To receive credits at the university, a vhb course must have at least 5 ECTS. For the recognition, students have to fill out the „Antrag auf Anrechnung“ which can be downloaded from the Primuss system.

In principle, vhb courses from the following list can be recognized as Elective Modules:

Module Title	Recognized as	ECTS	Language

Innovation Sprint/Opportunity Workshop

Innovation Sprint/Opportunity Workshop

Classification	Module ID	ECTS
Zuordnung zum Curriculum	Modul-ID	Umfang in ECTS-Leistungspunkten
		ECTS: 5

Location	Language	Duration of Module	Term/Frequency	Max. Number of Participants
Ort	Sprache	Dauer des Moduls	Vorlesungsrhythmus	Max. Teilnehmerzahl
Kemnath	English	1 Semester	Winter semester (WS)	25

Module Coordinator

Modulverantwortliche/r

Prof. Dr. Jens Löbus

Lecturer

Dozent/In

Prof. Dr. Jens Löbus

Prerequisites*

Voraussetzungen

Mandatory Prerequisites:

None

Suggested Prerequisites:

None

Teaching Methods

Lehr- und Lernformen

- ☒ Seminar-based teaching (Seminaristischer Unterricht, SU)
- ☒ Practical course (Übungen, Ü)
- ☐ Seminar (Seminare, Sem)
- ☐ Practical course (Praktika, Pr)
- ☐ Project (Projekte, Proj)
- ☐ Excursion (Exkursion, Exk)

Workload

Arbeitsaufwand

Total Workload:	150 h
Contact Time:	30 h
Web-Based Training:	0 h
Self-Study:	120 h
Examination:	0 h
Exam Preparation:	0 h

Learning Objectives

Angestrebte Lernergebnisse

After completing this module successfully, students will have the following professional, methodological, social and personal competences:

Professional Competence:

Students will understand the fundamentals of invention and learn methods to identify opportunities. They can analyze market gaps, evaluate business opportunities, and apply structured innovation processes. Students demonstrate their knowledge of design thinking principles and other methodologies.

Methodological Competence:

Students master systematic opportunity assessment techniques. They can apply creative problem-solving methods. Students develop skills in customer validation and iterative development processes.

Social Competence:

Through intensive teamwork, students enhance their collaboration skills and learn to effectively communicate innovative concepts to diverse audiences. Students learn to facilitate creative sessions and provide constructive feedback.

Personal Competence:

Students develop an entrepreneurial mindset and risk assessment capabilities. They develop a sense of self-assurance when presenting their ideas and come to view failure as an opportunity to learn and grow.

Course Content

Studieninhalte

- Innovation Fundamentals and Entrepreneurship Principles
- Opportunity identification and market analysis techniques
- Structured and Unstructured Creative Methods
- Problem Identification Methods
- Design Thinking methodology and application
- Pitch development and presentation skills
- Innovation Ecosystems and Support Structures

Literature

Lehrmaterial / Literatur

The content is provided for each chapter. To support independent and flexible learning, the presentations include interactive content. The materials are designed to encourage active engagement through various formats and activities. Each chapter includes recommendations for further reading to encourage students to expand their knowledge through self-directed study.

Method of Assessment (If Applicable, Note on Multiple Choice - § 22 Para. 1 Sentence 2 ASPO)

Modulprüfungen

Examination Type ^{*1)} Prüfungsart bzw. -form	Scope/Duration of the Examination (Including Weighting) ^{*2)} Umfang/Dauer und Gewichtung	Learning Objectives/Competencies to be Assessed Zu prüfende Lernziele/Kompetenzen
Project Work	Weighting: 100%, Oral Presentation	The entire learning content and competence profiles are checked via the concrete form of examination

^{*1)} Please note the applicable overview of examination modes in §§ 20 to 29 ASPO.

^{*2)} Please also provide information on the weighting (in %). If applicable, also provide a reference to a bonus system (cf. § 33 sentence 10 ASPO) and to the attendance requirement (§ 9 para. 5 sentence 2 and § 11 para. 2 no. 4 ASPO).

Business Analytics for Decision Making

Business Analytics for Decision Making

Classification	Module ID	ECTS
Zuordnung zum Curriculum	Modul-ID	Umfang in ECTS-Leistungspunkten
		ECTS: 5

Location	Language	Duration of Module	Term/Frequency	Max. Number of Participants
Ort	Sprache	Dauer des Moduls	Vorlesungsrhythmus	Max. Teilnehmerzahl
Weiden/Kemnath	English	1 Semester	Winter semester	25

Module Coordinator	Lecturer
Modulverantwortliche/r	Dozent/In
Prof. Dr. Johann Strassl	Prof. Dr. Johann Strassl

Prerequisites*
Voraussetzungen

Mandatory Prerequisites: According to the current and examination regulations

Suggested Prerequisites: Basic knowledge of business administration, spreadsheet applications, market analysis

*Note: please also observe the prerequisites according to examinations regulations law in the current version of the SPO.

Teaching Methods	Workload
Lehr- und Lernformen	Arbeitsaufwand
☒ Seminaristischer Unterricht (SU) ☒ Übungen (Ü) ☐ Seminare (Sem) ☐ Praktika (Pr) ☒ Projekte (Proj) ☐ Exkursion (Exk)	Total Workload: 150 H Contact Time: 60 H Web-Based Training: 10 H Self-Study: 35 H Examination: 10 H Exam Preparation: 35 H

Learning Objectives
Angestrebte Lernergebnisse

Nach dem erfolgreichen Absolvieren des Moduls verfügen die Studierenden über die folgenden fachlichen, methodischen und persönlichen Kompetenzen:

Fachkompetenz:

- explain the role of business analytics in entrepreneurial and innovation-related decision-making
- identify relevant data sources, assumptions, KPIs and decision variable in entrepreneurship contexts
- assess opportunities and limitations of AI-supported tools in business analytics and decision support

Methodenkompetenz:

- translate entrepreneurial decision problems into analytical questions
- develop spreadsheet-based business analytics and decision models
- apply scenario analysis and basic simulation logic to decision making
- use Copilot or comparable AI tools for analysis, interpretation and verification

Sozialkompetenz:

- work in small international project teams
- discuss models and interpretations constructively
- present analytical findings

Selbstkompetenz:

- deal with incomplete data, uncertainty and ambiguous decision situations
- reflect on their own analytical reasoning
- take responsibility for data quality, model logic, AI-outputs

Course Content
Studieninhalte

- Business analytics in entrepreneurship, innovation and corporate entrepreneurship
- Entrepreneurial decision-making under uncertainty
- Translation of business problems into analytical questions
- Data sources, data quality, assumptions and data gaps
- Spreadsheet-based business analytics and decision modelling

- Dashboarding and decision-oriented visualization
- Scenario analysis: best case, base case and worst case
- Sensitivity analysis and risk driver identification
- Basic simulation logic for entrepreneurial uncertainty
- Copilot as analytics assistant for structuring, interpreting and critiquing analytical outputs
- Documentation of AI-supported workflows
- Verification of data, model assumptions and AI-supported outputs
- Red teaming and model critique

Literature

Lehrmaterial / Literatur

- Davenport, T. H. & Harris, J. G. (2007): Competing on Analytics: The New Science of Winning. Harvard Business School Press.
- Provost, F. & Fawcett, T. (2013): Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking. O'Reilly.
- Croll, A. & Yoskovitz, B. (2013): Lean Analytics: Use Data to Build a Better Startup Faster. O'Reilly.
- Osterwalder, A. & Pigneur, Y. (2010): Business Model Generation. Wiley.

Method of Assessment (If Applicable, Note on Multiple Choice - § 22 Para. 1 Sentence 2 ASPO)

Modulprüfungen

Examination Type ^{*1)} Prüfungsart bzw. -form	Scope/Duration of the Examination (Including Weighting) ^{*2)} Umfang/Dauer und Gewichtung	Learning Objectives/Competencies to be Assessed Zu prüfende Lernziele/Kompetenzen
Project Work	100 %. Project work consisting of written project documentation, practical analytics artefacts (80 %, approx 10-15 pages) and oral final pitch (20 %, 10-20 minutes per group).	Translation of entrepreneurial decision problems into analytical questions; structuring of data, assumptions and KPIs, development and interpretation of spreadsheet-based analytics models, simulation analysis; responsible use and verification of AI-supported analytics tools.

*1) Please note the applicable overview of examination modes in §§ 20 to 29 ASPO.

*2) Please also provide information on the weighting (in %). If applicable, also provide a reference to a bonus system (cf. § 33 sentence 10 ASPO) and to the attendance requirement (§ 9 para. 5 sentence 2 and § 11 para. 2 no. 4 ASPO).

Business Innovation Lab

Business Innovation Lab

Classification	Module ID	ECTS
Zuordnung zum Curriculum	Modul-ID	Umfang in ECTS-Leistungspunkten
		ECTS: 10

Location	Language	Duration of Module	Term/Frequency	Max. Number of Participants
Ort	Sprache	Dauer des Moduls	Vorlesungsrhythmus	Max. Teilnehmerzahl
Kemnath	English	1 Semester	Winter semester (WS)	25

Module Coordinator	Lecturer
Modulverantwortliche/r	Dozent/In
Prof. Dr. Stefan Uebelacker	Prof. Dr. Stefan Uebelacker

Prerequisites*
Voraussetzungen

Mandatory Prerequisites:

None

Suggested Prerequisites:

None

Teaching Methods	Workload
Lehr- und Lernformen	Arbeitsaufwand
☒ Seminar-based teaching (Seminaristischer Unterricht, SU) ☐ Practical course (Übungen, Ü) ☐ Seminar (Seminare, Sem) ☐ Practical course (Praktika, Pr) ☒ Project (Projekte, Proj) ☐ Excursion (Exkursion, Exk)	Total Workload: 300 h Contact Time: 150 h Web-Based Training: 30 h Self-Study: 120 h Examination: 0 h Exam Preparation: 0 h

Learning Objectives
Angestrebte Lernergebnisse

After completing this module successfully, students will have the following professional, methodological, social and personal competences:

Professional Competence:

Students will be able to independently drive forward innovations, project-goals, or business ideas. They can evaluate them, weigh risks, make informed decisions and implement them effectively within a company or in the market (e.g. as a Spin-Off, Startup).

Methodological Competence:

Students learn systematic methods for implementing innovation within a company or in the market. They learn to approach problems using entrepreneurial ways of thinking and acting, and apply practical tools to specific real-world scenarios.

Social Competence:

The module focuses on collaborative methods that emphasize teamwork, intercultural communication, and working together to handle difficult or critical situations.

Personal Competence:

It's all about Entrepreneurial thinking and leadership - which is both a skill set and a mindset. All participants will learn to act like entrepreneurial leaders and thus impact businesses, organizations, and society because they see chances where others see problems.

Course Content
Studieninhalte

- Opportunity Recognition & Concept Development
- Market Analysis and Competition Strategies
- Business Modeling & Validation
- Efficiency and Profitability
- Agile Project Management
- Investor-/Management Pitches
- Market-entry & Implementation in Organizations

- General thoughts about Entrepreneurial Mindset
- Entrepreneurial Leadership

Literature

Lehrmaterial / Literatur

There will be individual content and literature for each session. Recommendations will include web-sources and literature references.

To get a good overview of the subject area as a whole, I recommend the following books:

- Horowitz, Ben (2014): The hard things about hard things: Building a Business when there are no easy answers.
- Grant, Adam (2023): Think again. The Power of Knowing what you don't know

Method of Assessment (If Applicable, Note on Multiple Choice - § 22 Para. 1 Sentence 2 ASPO)

Modulprüfungen

Examination Type ^{*1)} Prüfungsart bzw. -form	Scope/Duration of the Examination (Including Weighting) ^{*2)} Umfang/Dauer und Gewichtung	Learning Objectives/Competencies to be Assessed Zu prüfende Lernziele/Kompetenzen
Exercise Performance	Team Exercise Performances (every session, e.g. lab exercises, case studies, simulations); 60% Individual Exercise Performances (every session, e.g. lab exercises, case studies, simulations); 40%	The entire course content will be applied and checked throughout the examination type.

^{*1)} Please note the applicable overview of examination modes in §§ 20 to 29 ASPO.

^{*2)} Please also provide information on the weighting (in %). If applicable, also provide a reference to a bonus system (cf. § 33 sentence 10 ASPO) and to the attendance requirement (§ 9 para. 5 sentence 2 and § 11 para. 2 no. 4 ASPO).

Consumer Psychology & Behavioural Economics

Consumer Psychology & Behavioural Economics

Classification	Module ID	ECTS
Zuordnung zum Curriculum	Modul-ID	Umfang in ECTS-Leistungspunkten
		ECTS: 5

Location	Language	Duration of Module	Term/Frequency	Max. Number of Participants
Ort	Sprache	Dauer des Moduls	Vorlesungsrhythmus	Max. Teilnehmerzahl
Kemnath	English	1 Semester	Winter semester (WS)	25

Module Coordinator	Lecturer
Modulverantwortliche/r	Dozent/In
Prof. Dr. Stefan Uebelacker	Prof. Dr. Stefan Uebelacker

Prerequisites*

Voraussetzungen

Mandatory Prerequisites:

None

Suggested Prerequisites:

None

Teaching Methods	Workload
Lehr- und Lernformen	Arbeitsaufwand
☒ Seminar-based teaching (Seminaristischer Unterricht, SU)	Total Workload: 150 h
☒ Practical course (Übungen, Ü)	Contact Time: 50 h
☐ Seminar (Seminare, Sem)	Web-Based Training: 25 h
☐ Practical course (Praktika, Pr)	Self-Study: 75 h
☐ Project (Projekte, Proj)	Examination: 0 h
☐ Excursion (Exkursion, Exk)	Exam Preparation: 0 h

Learning Objectives

Angestrebte Lernergebnisse

After completing this module successfully, students will have the following professional, methodological, social and personal competences:

Professional Competence:

Students are prepared to adapt to the various irrational behaviors of customers, partners, and team members and learn how to respond appropriately.

Methodological Competence:

Students learn systematic methods to handle different situations that are a result of people do not act as a homo oeconomicus. Specific toolsets are tested and used and there will be practical advice on how to master difficult interpersonal situations.

Social Competence:

Entrepreneurial leadership focuses on relational management. The module provides all the input that is needed to develop an appropriate personality including the relevant social skills.

Personal Competence:

This module provides the foundation for understanding how different environmental factors — especially the behavior of others — influence our own perception and, as a result, shape our personal behavior. Understanding this strengthens one's personal competency profile and enhances own decisions.

Course Content

Studieninhalte

- Why consumers are not rational
- Common heuristics and biases
- Motivation, needs and behaviour
- Behavioural pricing
- Habits and consumer behaviour
- Behavioural economics in the digital world
- Practical Learnings and Case Studies

Literature Lehrmaterial / Literatur		
There will be individual content and literature for each session. Recommendations will include web-sources and literature references.		
Method of Assessment (If Applicable, Note on Multiple Choice - § 22 Para. 1 Sentence 2 ASPO) Modulprüfungen		
Examination Type *1) Prüfungsart bzw. -form	Scope/Duration of the Examination (Including Weighting) *2) Umfang/Dauer und Gewichtung	Learning Objectives/Competencies to be Assessed Zu prüfende Lernziele/Kompetenzen
Exercise Performance	Team exercises (verbal), each appr. 30min, 50% Team exercises (written and/or practical use cases), each appr. 30-45min, 50%	The entire course content will be applied and checked throughout the examination type.

*1) Please note the applicable overview of examination modes in §§ 20 to 29 ASPO.

*2) Please also provide information on the weighting (in %). If applicable, also provide a reference to a bonus system (cf. § 33 sentence 10 ASPO) and to the attendance requirement (§ 9 para. 5 sentence 2 and § 11 para. 2 no. 4 ASPO).

Negotiation and Communication for Entrepreneurs

Negotiation and Communication for Entrepreneurs

Classification	Module ID	ECTS
Zuordnung zum Curriculum	Modul-ID	Umfang in ECTS-Leistungspunkten
		ECTS: 5

Location	Language	Duration of Module	Term/Frequency	Max. Number of Participants
Ort	Sprache	Dauer des Moduls	Vorlesungsrhythmus	Max. Teilnehmerzahl
Kemnath	English	1 Semester	Winter semester (WS)	25

Module Coordinator	Lecturer
Modulverantwortliche/r	Dozent/In
Prof. Dr. Stefan Uebelacker	Prof. Dr. Stefan Uebelacker, Dr. Johann Faltermeier

Prerequisites*
Voraussetzungen
Mandatory Prerequisites: None
Suggested Prerequisites: None

Teaching Methods	Workload
Lehr- und Lernformen	Arbeitsaufwand
☒ Seminar-based teaching (Seminaristischer Unterricht, SU) ☒ Practical course (Übungen, Ü) ☐ Seminar (Seminare, Sem) ☐ Practical course (Praktika, Pr) ☐ Project (Projekte, Proj) ☐ Excursion (Exkursion, Exk)	Total Workload: 150 h Contact Time: 60 h Web-Based Training: 20 h Self-Study: 25 h Examination: 10 h Exam Preparation: 35 h

Learning Objectives
Angestrebte Lernergebnisse
After completing this module successfully, students will have the following professional, methodological, social and personal competences: Professional Competence: Students can conduct themselves with confidence and poise in all conversation and negotiation situations. Methodological Competence: They will learn a wide range of skills for applying appropriate methods to various conversational situations. In addition, they will learn how to respond to specific ways a conversation might unfold. Social Competence: Since it is impossible to “not communicate,” the module makes an important contribution to interpersonal interaction, which plays a key role, especially in an economic context. It’s a people’s business—and that is exactly what this course prepares you for. Personal Competence: Entrepreneurial leadership is important in all aspects of economic activity – and it is broadcasted throughout our communication. With the right experience and skills, it is possible to find the right words even in constantly changing situations.

Course Content
Studieninhalte
- Foundations of Entrepreneurial Communication - Communication without words: Vision, Mission, Core Values and Roadmap - Entrepreneurial and intrapreneurial communication situations - Negotiation for entrepreneurial leaders - Difficult Conversations and Conflict Management - Cross-Cultural and International Negotiations - Advanced Entrepreneurial Negotiation

Literature		
Lehrmaterial / Literatur		
There will be individual content and literature for each session. Recommendations will include web-sources and literature references.		
Method of Assessment (If Applicable, Note on Multiple Choice - § 22 Para. 1 Sentence 2 ASPO)		
Modulprüfungen		
Examination Type ^{*1)} Prüfungsart bzw. -form	Scope/Duration of the Examination (Including Weighting) ^{*2)} Umfang/Dauer und Gewichtung	Learning Objectives/Competencies to be Assessed Zu prüfende Lernziele/Kompetenzen
Exercise Performance	Team exercises (verbal), each appr. 20min, 40% Team exercises (written and/or practical use cases), each appr. 30-45min, 50% Effectively communicate own project work to the public (3 times, each appr. 15min.), 10%	The entire course content will be applied and checked throughout the examination type.

^{*1)} Please note the applicable overview of examination modes in §§ 20 to 29 ASPO.

^{*2)} Please also provide information on the weighting (in %). If applicable, also provide a reference to a bonus system (cf. § 33 sentence 10 ASPO) and to the attendance requirement (§ 9 para. 5 sentence 2 and § 11 para. 2 no. 4 ASPO).

Digital and Strategic Marketing for Innovators

Digital and Strategic Marketing for Innovators

Classification	Module ID	ECTS
Zuordnung zum Curriculum	Modul-ID	Umfang in ECTS-Leistungspunkten
		ECTS: 5

Location	Language	Duration of Module	Term/Frequency	Max. Number of Participants
Ort	Sprache	Dauer des Moduls	Vorlesungsrhythmus	Max. Teilnehmerzahl
Kemnath	English	1 Semester	Summer semester (SoSe)	25

Module Coordinator	Lecturer
Modulverantwortliche/r	Dozent/In
Prof. Dr. Stefan Uebelacker	Prof. Dr. Stefan Uebelacker

Prerequisites*
Voraussetzungen

Mandatory Prerequisites:

None

Suggested Prerequisites:

None

Teaching Methods	Workload
Lehr- und Lernformen	Arbeitsaufwand
☒ Seminar-based teaching (Seminaristischer Unterricht, SU) ☒ Practical course (Übungen, Ü) ☐ Seminar (Seminare, Sem) ☐ Practical course (Praktika, Pr) ☐ Project (Projekte, Proj) ☐ Excursion (Exkursion, Exk)	Total Workload: 150 h Contact Time: 60 h Web-Based Training: 10 h Self-Study: 25 h Examination: 20 h Exam Preparation: 35 h

Learning Objectives
Angestrebte Lernergebnisse

After completing this module successfully, students will have the following professional, methodological, social and personal competences:

Professional Competence:

Students are familiar with the key principles of a professional and successful marketing strategy, with a focus on digital and strategic elements.

Methodological Competence:

All content is tested using practical examples. Methodological skills are therefore learned through real-world examples. The motto is: learning by doing and preparing own cases.

Social Competence:

Successful marketing requires a great deal of coordination among various stakeholders, but especially between the sender and the receiver. These relationships and their translation into effective marketing strategies are the focus of this module.

Personal Competence:

People who understand marketing understand the world. That's why this module is a unique opportunity to develop universal personal skills – and not just technical knowledge.

Course Content
Studieninhalte

- Basics of digital & strategic Marketing for Innovators
- Working on an own product, innovation inside a company or start-up idea – throughout the whole semester
- Understanding "Customers"
- Analyzing Markets – Positioning and Branding
- Digital Marketing Strategy
- Marketing Analytics
- Financial aspects and Success: Marketing Budgets & Performance

- Investor & Management Marketing Pitch

Literature

Lehrmaterial / Literatur

There will be individual content and literature for each session. Recommendations will include web-sources and literature references.

Method of Assessment (If Applicable, Note on Multiple Choice - § 22 Para. 1 Sentence 2 ASPO)

Modulprüfungen

Examination Type ^{*1)} Prüfungsart bzw. -form	Scope/Duration of the Examination (Including Weighting) ^{*2)} Umfang/Dauer und Gewichtung	Learning Objectives/Competencies to be Assessed Zu prüfende Lernziele/Kompetenzen
Project Work (PrA)	Team work, results to be presented (appr. 30-45min) 90% Effectively communicate own project work to the public (3 times, each appr. 15min), 10%	The entire course content will be applied and checked throughout the examination type.

^{*1)} Please note the applicable overview of examination modes in §§ 20 to 29 ASPO.

^{*2)} Please also provide information on the weighting (in %). If applicable, also provide a reference to a bonus system (cf. § 33 sentence 10 ASPO) and to the attendance requirement (§ 9 para. 5 sentence 2 and § 11 para. 2 no. 4 ASPO).

Innovation and Intellectual Property Protection

Innovation and Intellectual Property Protection

Classification	Module ID	ECTS
Zuordnung zum Curriculum	Modul-ID	Umfang in ECTS-Leistungspunkten
		ECTS: 5

Location	Language	Duration of Module	Term/Frequency	Max. Number of Participants
Ort	Sprache	Dauer des Moduls	Vorlesungsrhythmus	Max. Teilnehmerzahl
Kemnath	English	1 semester	Summer semester (SoSe)	

Module Coordinator	Lecturer
Modulverantwortliche/r	Dozent/In
Prof. Dr. Stefan Uebelacker	Dr. Martin Bookjans

Prerequisites*
Voraussetzungen

Mandatory Prerequisites:

None

Suggested Prerequisites:

None

*Note: please also observe the prerequisites according to examinations regulations law in the current version of the SPO.

Teaching Methods	Workload
Lehr- und Lernformen	Arbeitsaufwand
☒ Seminaristischer Unterricht (SU) ☒ Übungen (Ü) ☐ Seminare (Sem) ☐ Praktika (Pr) ☒ Projekte (Proj) ☒ Exkursion (Exk)	Total Workload: 150h Contact Time: 40h Web-Based Training: 0h Self-Study: 110h Examination: 0h Exam Preparation: 0h

Learning Objectives

Angestrebte Lernergebnisse

After completing this module successfully, students will have the following professional, methodological, Social and personal competences:

Professional Competence:

Students know the different intellectual property rights (patent, utility model, trademark, design, and copyright) with their specific characteristics. They know how to efficiently combine these intellectual property rights following a holistic IP strategy in order to protect entire business cases.

Methodological Competence:

Students can set up a business case-based IP strategy, harvest innovations and workarounds, identify inventions thereof and transform them into an effective patent portfolio. Students know, which ideas should be better kept as trade secrets (catch word: verifiability) and how to flank the patent portfolio by trademarks and designs.

Social Competence:

Students can transfer IP knowledge, moderate IP strategy workshops, communicate with the different stakeholders (C-level, product managers, marketing experts, inventors) in their own language, seek decisions and realize them together with (patent) attorneys.

Personal Competence:

Students develop confidence in the effectiveness of IP rights, are able to use the specific strengths of each kind of IP right and are aware of the necessity of a wholistic IP strategy that follows the business case. In other words: The students will belong to the very small crowd of people that understand that IP, in particular patents, are based on innovations but follow the business objectives in order to be effective.

Course Content

Studieninhalte

- Innovations – the basis of all IP work.
- The Business case – the north star for IP protection.
- Basics – Patents and utility models.
- Basics – Trademarks.
- Basics – Designs.
- Basics – Copyright.
- Basics – Trade secrets.
- IP-strategy – The 360° approach, overview.
- IP-strategy – The 360° approach, integration into internal innovation processes.
- IP-strategy – The 360° approach, practical hints for a 360° IP-workshop, possibly with a mock trial.

- Side issues – The German Employee Invention Act (ArbEG).
- Side issues – Unfair Competition Act (UWG).
- Excursion to an innovative company with outstanding IP awareness (e.g. CYBEX in Bayreuth).

Literature

Lehrmaterial / Literatur

Presentation slides are provided for each chapter of the course. The materials are arranged in a logical sequence to build knowledge progressively. Each unit is accompanied by suggestions for further reading to encourage self-directed study and broaden knowledge beyond the core materials.

Method of Assessment (If Applicable, Note on Multiple Choice - § 22 Para. 1 Sentence 2 ASPO)

Modulprüfungen

Examination Type *1) Prüfungsart bzw. -form	Scope/Duration of the Examination (Including Weighting) *2) Umfang/Dauer und Gewichtung	Learning Objectives/Competencies to be Assessed Zu prüfende Lernziele/Kompetenzen
Presentation	100% oral presentations, appr. 30-45min	The entire learning content and competence profiles are checked via the concrete form of examination

*1) Please note the applicable overview of examination modes in §§ 20 to 29 ASPO.

*2) Please also provide information on the weighting (in %). If applicable, also provide a reference to a bonus system (cf. § 33 sentence 10 ASPO) and to the attendance requirement (§ 9 para. 5 sentence 2 and § 11 para. 2 no. 4 ASPO).

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Venture Design Lab I: Idea & Validation

Venture Design Lab I: Idea & Validation

Classification	Module ID	ECTS
Zuordnung zum Curriculum	Modul-ID	Umfang in ECTS-Leistungspunkten
		ECTS: 5

Location	Language	Duration of Module	Term/Frequency	Max. Number of Participants
Ort	Sprache	Dauer des Moduls	Vorlesungsrhythmus	Max. Teilnehmerzahl
Kemnath	English	1 Semester	Summer semester (SoSe)	25

Module Coordinator	Lecturer
Modulverantwortliche/r	Dozent/In
Prof. Dr. Stefan Uebelacker	Prof. Dr. Stefan Uebelacker

Prerequisites*
Voraussetzungen
Mandatory Prerequisites: None
Suggested Prerequisites: None

Teaching Methods	Workload
Lehr- und Lernformen	Arbeitsaufwand
☒ Seminar-based teaching (Seminaristischer Unterricht, SU) ☒ Practical course (Übungen, Ü) ☐ Seminar (Seminare, Sem) ☐ Practical course (Praktika, Pr) ☒ Project (Projekte, Proj) ☐ Excursion (Exkursion, Exk)	Total Workload: 150 h Contact Time: 30 h Web-Based Training: 20 h Self-Study: 70 h Examination: 10 h Exam Preparation: 20 h

Learning Objectives
Angestrebte Lernergebnisse
After completing this module successfully, students will have the following professional, methodological, social and personal competences: Professional Competence Students develop a solid understanding of entrepreneurial and intrapreneurial opportunity identification, customer needs, and business model fundamentals. They learn to apply innovation and venture creation concepts to real-world challenges. Methodological Competence Students acquire practical skills in design thinking, customer discovery, problem validation, and ideation techniques. They learn to use structured methods for generating, evaluating, and refining innovative venture concepts. Social Competence Students collaborate effectively in interdisciplinary teams, communicate ideas to diverse stakeholders, and provide constructive feedback throughout the innovation process. They develop the ability to engage in collaborative problem-solving and teamwork. Personal Competence Students strengthen their entrepreneurial mindset by developing creativity, initiative, and resilience in uncertain environments. They learn to reflect on their own learning process and take responsibility for their individual contributions within the team.

Course Content
Studieninhalte
• General Introduction • Opportunity identification and problem framing using customer-centered approaches • Design Thinking and customer discovery methods • Business model development using tools such as the Business Model Canvas • Team-based development and presentation of an initial venture concept

Literature
Lehrmaterial / Literatur
There will be individual content and literature for each session. Recommendations will include web-sources and literature references.

Method of Assessment (If Applicable, Note on Multiple Choice - § 22 Para. 1 Sentence 2 ASPO)		
Modulprüfungen		
Examination Type ^{*1)} Prüfungsart bzw. -form	Scope/Duration of the Examination (Including Weighting) ^{*2)} Umfang/Dauer und Gewichtung	Learning Objectives/Competencies to be Assessed Zu prüfende Lernziele/Kompetenzen
Exercise Performance	Team exercises (verbal), each appr. 30min, 50% Team exercises (written and/or practical use cases), each appr. 45-60min, 50%	The entire course content will be applied and checked throughout the examination type.

^{*1)} Please note the applicable overview of examination modes in §§ 20 to 29 ASPO.

^{*2)} Please also provide information on the weighting (in %). If applicable, also provide a reference to a bonus system (cf. § 33 sentence 10 ASPO) and to the attendance requirement (§ 9 para. 5 sentence 2 and § 11 para. 2 no. 4 ASPO).

Entrepreneurial Finance & Investment Strategies

Entrepreneurial Finance & Investment Strategies

Classification	Module ID	ECTS
Zuordnung zum Curriculum	Modul-ID	Umfang in ECTS-Leistungspunkten
		ECTS: 5

Location	Language	Duration of Module	Term/Frequency	Max. Number of Participants
Ort	Sprache	Dauer des Moduls	Vorlesungsrhythmus	Max. Teilnehmerzahl
Kemnath	English	1 Semester	Summer semester (SoSe)	

Module Coordinator	Lecturer
Modulverantwortliche/r	Dozent/In
Prof. Dr. Thorsten Hock, Prof. Dr. Julia Kreppmeier, Prof. Dr. Manuela Kohl	Prof. Dr. Thorsten Hock, Prof. Dr. Julia Kreppmeier, Prof. Dr. Manuela Kohl

Prerequisites*
Voraussetzungen

Mandatory Prerequisites: None
Suggested Prerequisites: None
*Note: please also observe the prerequisites according to examinations regulations law in the current version of the SPO.

Teaching Methods	Workload
Lehr- und Lernformen	Arbeitsaufwand
☒ Seminar-based teaching (Seminaristischer Unterricht, SU) ☒ Practical course (Übungen, Ü) ☐ Seminar (Seminare, Sem) ☐ Practical course (Praktika, Pr) ☒ Project (Projekte, Proj) ☐ Excursion (Exkursion, Exk)	Total Workload: 150 h Contact Time: 40 h Web-Based Training: 0 h Self-Study: 70 h Examination: 2 h Exam Preparation: 38 h

Learning Objectives
Angestrebte Lernergebnisse

After completing this module successfully, students will have the following professional, methodological, social and personal competences:

Professional Competence:

Students learn the fundamentals of finance, including how to interpret financial statements, budget, and manage cash flow for startups. They also understand the entrepreneurial funding landscape and can identify appropriate funding sources for different stages of a venture. Students demonstrate their knowledge of basic financial metrics and funding readiness requirements.

Methodological Competence:

Students develop the ability to create fundamental financial plans for early-stage ventures and gain the skills necessary to perform basic financial analysis. They can also assess funding needs and apply basic financial risk management principles. They learn to evaluate funding opportunities systematically.

Social Competence:

Students learn to communicate basic financial concepts to non-financial stakeholders and can present funding requirements effectively. Students develop skills in basic financial discussions and gain an introductory understanding of investor perspectives.

Personal Competence:

Students build confidence in basic financial decision-making and develop analytical thinking skills for financial planning. They improve their ability to manage personal and startup finances responsibly.

Course Content
Studieninhalte

- Financial Statement Basics and Interpretation
- Personal and Startup Budgeting Fundamentals
- Cash Flow Management Principles
- Funding sources and stages
- Investment Landscape Overview (Angels, VCs, Crowdfunding)
- Basic financial planning and forecasting

- Introduction to startup financial metrics
- Funding readiness assessment
- Term sheet fundamentals (basic understanding).
- Financial Risk Management for Early-Stage Ventures

Literature

Lehrmaterial / Literatur

Presentation slides are provided for each chapter of the course. The materials are arranged in a logical sequence to build knowledge progressively. Each unit is accompanied by suggestions for further reading to encourage self-directed study and broaden knowledge beyond the core materials.

Method of Assessment (If Applicable, Note on Multiple Choice - § 22 Para. 1 Sentence 2 ASPO)

Modulprüfungen

Examination Type ^{*1)} Prüfungsart bzw. -form	Scope/Duration of the Examination (Including Weighting) ^{*2)} Umfang/Dauer und Gewichtung	Learning Objectives/Competencies to be Assessed Zu prüfende Lernziele/Kompetenzen
Exercise Performance	3 written exercise performances (30 minutes each), each weighted 33.33% of the final grade. Bonus presentation: Bonus system: A maximum bonus of 20% of the total number of points achievable in the Exercise Performances can be obtained. Bonus points may improve the overall grade. However, these are only credited if the module examination has been passed. If the module examination is not passed, the bonus points will be canceled. All points earned in one semester cannot be transferred to another semester.	The entire learning content and competence profiles are checked via the concrete form of examination

^{*1)} Please note the applicable overview of examination modes in §§ 20 to 29 ASPO.

^{*2)} Please also provide information on the weighting (in %). If applicable, also provide a reference to a bonus system (cf. § 33 sentence 10 ASPO) and to the attendance requirement (§ 9 para. 5 sentence 2 and § 11 para. 2 no. 4 ASPO).

Legal and Tax Aspects of Entrepreneurship and Intrapreneurship

Legal and Tax Aspects of Entrepreneurship and Intrapreneurship

Classification	Module ID	ECTS
Zuordnung zum Curriculum	Modul-ID	Umfang in ECTS-Leistungspunkten
		ECTS: 5

Location	Language	Duration of Module	Term/Frequency	Max. Number of Participants
Ort	Sprache	Dauer des Moduls	Vorlesungsrhythmus	Max. Teilnehmerzahl
Kemnath	English	1 semester	Summer semester (SoSe)	

Module Coordinator

Modulverantwortliche/r

Prof. Dr. Manuela Kohl

Lecturer

Dozent/In

Prof. Dr. Manuela Kohl

Prerequisites*

Voraussetzungen

Mandatory Prerequisites:

None

Suggested Prerequisites:

None

*Note: please also observe the prerequisites according to examinations regulations law in the current version of the SPO.

Teaching Methods

Lehr- und Lernformen

- ☒ Seminaristischer Unterricht (SU)
- ☒ Übungen (Ü)
- ☐ Seminare (Sem)
- ☐ Praktika (Pr)
- ☒ Projekte (Proj)
- ☐ Exkursion (Exk)

Workload

Arbeitsaufwand

Total Workload:	150 H
Contact Time:	40 H
Web-Based Training:	H
Self-Study:	110 H
Examination:	H
Exam Preparation:	H

Learning Objectives

Angestrebte Lernergebnisse

After completing this module successfully, students will have the following professional, methodological, Social and personal competences:

Professional Competence:

Students know the key legal forms, tax regimes, and international tax rules relevant to ventures. They understand the legal and tax treatment of equity instruments, IP structures, and exit transactions.

Methodological Competence:

Students can identify legal and tax issues in a venture scenario, apply relevant norms to practical fact patterns, and evaluate financing and structuring options from a legal and tax perspective.

Social Competence:

Students communicate legal and tax considerations to non-specialist stakeholders, collaborate in interdisciplinary teams, and present structuring proposals in a professional advisory context.

Personal Competence:

Students develop confidence in assessing legal and tax risk, a reflective approach to compliance and ethics, and the ability to navigate legal uncertainty independently.

Course Content

Studieninhalte

- Overview of legal forms for start-ups and corporate ventures (GmbH, UG, AG, partnerships)
- Liability structures and founder risk allocation
- Incorporation process, articles of association, and governance basics
- Comparison of EU member state frameworks for entity formation
- Legal frameworks for internal venture units and corporate innovation labs
- Spin-off and carve-out mechanics: asset deals vs. share deals
- Tax treatment of entity types: corporate income tax, trade tax (Gewerbesteuer), VAT registration
- Founder contributions and hidden reserves on formation
- Tax-efficient structuring of start-up financing (equity vs. debt)
- OECD Model Tax Convention: residency, permanent establishment, source rules
- Transfer pricing considerations in founder-controlled group structures
- IP holding structures and royalty regimes (patent box, nexus approach)

- Exit taxation and relocation of founders or IP (§ 6 AStG)

Literature

Lehrmaterial / Literatur

Presentation slides are provided for each chapter of the course. The materials are arranged in a logical sequence to build knowledge progressively. Each unit is accompanied by suggestions for further reading to encourage self-directed study and broaden knowledge beyond the core materials.

Method of Assessment (If Applicable, Note on Multiple Choice - § 22 Para. 1 Sentence 2 ASPO)

Modulprüfungen

Examination Type * ¹⁾	Scope/Duration of the Examination (Including Weighting) * ²⁾	Learning Objectives/Competencies to be Assessed
Prüfungsart bzw. -form	Umfang/Dauer und Gewichtung	Zu prüfende Lernziele/Kompetenzen
Exercise Performance	2 written exercise performances (30 minutes each), each weighted 50% of the final grade Bonus presentation: Bonus system: A maximum bonus of 20% of the total number of points achievable in the Exercise Performances can be obtained. Bonus points may improve the overall grade. However, these are only credited if the module examination has been passed. If the module examination is not passed, the bonus points will be canceled. All points earned in one semester cannot be transferred to another semester.	The entire learning content and competence profiles are checked via the concrete form of examination

*¹⁾ Please note the applicable overview of examination modes in §§ 20 to 29 ASPO.

*²⁾ Please also provide information on the weighting (in %). If applicable, also provide a reference to a bonus system (cf. § 33 sentence 10 ASPO) and to the attendance requirement (§ 9 para. 5 sentence 2 and § 11 para. 2 no. 4 ASPO).

Venture Valuation & Financial Modelling

Venture Valuation & Financial Modelling

Classification	Module ID	ECTS
Zuordnung zum Curriculum	Modul-ID	Umfang in ECTS-Leistungspunkten
		ECTS: 5

Location	Language	Duration of Module	Term/Frequency	Max. Number of Participants
Ort	Sprache	Dauer des Moduls	Vorlesungsrhythmus	Max. Teilnehmerzahl
Kemnath	English	1 Semester	Summer semester (SoSe)	25

Module Coordinator	Lecturer
Modulverantwortliche/r	Dozent/In
Prof. Dr. Hermann Raab	Prof. Dr. Hermann Raab

Prerequisites*
Voraussetzungen

Mandatory Prerequisites:

None

Suggested Prerequisites:

None

Teaching Methods	Workload
Lehr- und Lernformen	Arbeitsaufwand
☒ Seminar-based teaching (Seminaristischer Unterricht, SU) ☒ Practical course (Übungen, Ü) ☐ Seminar (Seminare, Sem) ☐ Practical course (Praktika, Pr) ☐ Project (Projekte, Proj) ☐ Excursion (Exkursion, Exk)	Total Workload: 150 h Contact Time: 30 h Web-Based Training: 0 h Self-Study: 120 h Examination: 0 h Exam Preparation: 0 h

Learning Objectives
Angestrebte Lernergebnisse

After completing this module successfully, students will have the following professional, methodological, social and personal competences:

- Fachkompetenz (Professional competence):
 - Convey knowledge of business administration on:
 - Preparation of a financial plan, a pro forma balance sheet, and a pro forma income statement as components of one's own business plan
 - Valuation of a company
 - Understand the success and failure factors for founding and building a company
- Methodenkompetenz (Methodological competence):
 - Develop one's own business concept
 - Create an integrated planning calculation (e.g., for a business plan or as the basis for a company valuation)
 - Students can apply creative problem-solving methods. Students develop skills in developing a business concept and create a business plan.
- Persönliche Kompetenz (Interpersonal and intrapersonal competence):
 - Assess opportunities and risks of starting one's own venture
 - Foster awareness of the importance of entrepreneurial action and the implications of self-employment
- Soziale Kompetenz (Social competence):
 - Through intensive teamwork, students enhance their collaboration skills and learn to effectively communicate innovative concepts to diverse audiences. Students learn to facilitate creative sessions and provide constructive feedback.

Course Content
Studieninhalte

- Business Plans – Structure and purposes for creating them
- Preparation of a Financial Plan, a Pro Forma Balance Sheet, and a Pro Forma Income Statement as parts of one's own Business Plan
- Company Valuations and their triggers in connection with events and Financing Options (e.g., Mezzanine Investments, Initial Public Offering (IPO), Succession, Credit Negotiations)

- Insight into Mergers and Acquisitions with reference to Startups, Investment Planning, Pro Forma P&L, Pro Forma Balance Sheet, Pro Forma Cash Flow / Capital Flow Statement, Planning Calculations

Literature

Lehrmaterial / Literatur

The content is provided for each chapter. To support independent and flexible learning, the presentations include interactive content. The materials are designed to encourage active engagement through various formats and activities. Each chapter includes recommendations for further reading to encourage students to expand their knowledge through self-directed study.

Method of Assessment (If Applicable, Note on Multiple Choice - § 22 Para. 1 Sentence 2 ASPO)

Modulprüfungen

Examination Type ^{*1)} Prüfungsart bzw. -form	Scope/Duration of the Examination (Including Weighting) ^{*2)} Umfang/Dauer und Gewichtung	Learning Objectives/Competencies to be Assessed Zu prüfende Lernziele/Kompetenzen
Presentation	Presentation: verbal 20 min and written 8 pages. Weighting 100%	The entire learning content and competence profiles are checked via the concrete form of examination

*1) Please note the applicable overview of examination modes in §§ 20 to 29 ASPO.

*2) Please also provide information on the weighting (in %). If applicable, also provide a reference to a bonus system (cf. § 33 sentence 10 ASPO) and to the attendance requirement (§ 9 para. 5 sentence 2 and § 11 para. 2 no. 4 ASPO).

AI, Digital Innovation and Tech Commercialisation

AI, Digital Innovation and Tech Commercialisation

Classification	Module ID	ECTS
Zuordnung zum Curriculum	Modul-ID	Umfang in ECTS-Leistungspunkten
		ECTS: 5

Location	Language	Duration of Module	Term/Frequency	Max. Number of Participants
Ort	Sprache	Dauer des Moduls	Vorlesungsrhythmus	Max. Teilnehmerzahl
Kemnath	English	1 Semester	Winter semester (WS)	25

Module Coordinator	Lecturer
Modulverantwortliche/r	Dozent/In
Prof. Dr. Stefan Uebelacker	Prof. Dr. Stefan Uebelacker

Prerequisites*

Voraussetzungen

Mandatory Prerequisites:

None

Suggested Prerequisites:

None

Teaching Methods	Workload
Lehr- und Lernformen	Arbeitsaufwand
☒ Seminar-based teaching (Seminaristischer Unterricht, SU) ☒ Practical course (Übungen, Ü) ☐ Seminar (Seminare, Sem) ☐ Practical course (Praktika, Pr) ☐ Project (Projekte, Proj) ☐ Excursion (Exkursion, Exk)	Total Workload: 150 h Contact Time: 60 h Web-Based Training: 10 h Self-Study: 40 h Examination: 20 h Exam Preparation: 20 h

Learning Objectives

Angestrebte Lernergebnisse

After completing this module successfully, students will have the following professional, methodological, social and personal competences:

Professional Competence:

Students learn and understand how emerging technologies — especially Artificial Intelligence and digital technologies — create business value.

Methodological Competence:

They identify innovation opportunities, develop AI-enabled business concepts, validate customer needs, and design strategies for successful commercialisation in both startups and established companies.

Social Competence:

All module work is done in groups or teams of at least 2 – therefore, interpersonal interactions can be practiced and improved using real-life examples.

Personal Competence:

Working with state-of-the-art technologies fosters an open and forward-looking worldview. Experience in this field strengthens the participants' personal skill sets and empowers them to face the technological changes we are facing now and in the near future.

Course Content

Studieninhalte

- The AI Revolution: Why Every Industry Is Changing
- Understanding AI Technologies Without Coding
- Opportunity Discovery
- AI Business Models & Platform Strategies
- Rapid Prototyping, Scaling
- Tech Commercialisation
- Project Demos & Pitches

Literature Lehrmaterial / Literatur		
There will be individual content and literature for each session. Recommendations will include web-sources and literature references.		
Method of Assessment (If Applicable, Note on Multiple Choice - § 22 Para. 1 Sentence 2 ASPO) Modulprüfungen		
Examination Type ^{*1)} Prüfungsart bzw. -form	Scope/Duration of the Examination (Including Weighting) ^{*2)} Umfang/Dauer und Gewichtung	Learning Objectives/Competencies to be Assessed Zu prüfende Lernziele/Kompetenzen
Presentation	Individual presentation (appr. 30-45min) including presentation and Q&A; 90% Effectively communicate own presentation to the public (3 times, each appr. 15min), 10%	The entire course content will be applied and checked throughout the examination type.

^{*1)} Please note the applicable overview of examination modes in §§ 20 to 29 ASPO.

^{*2)} Please also provide information on the weighting (in %). If applicable, also provide a reference to a bonus system (cf. § 33 sentence 10 ASPO) and to the attendance requirement (§ 9 para. 5 sentence 2 and § 11 para. 2 no. 4 ASPO).

Venture Design Lab II: Prototyping & Market Fit

Venture Design Lab II: Prototyping & Market Fit

Classification	Module ID	ECTS
Zuordnung zum Curriculum	Modul-ID	Umfang in ECTS-Leistungspunkten
		ECTS: 5

Location	Language	Duration of Module	Term/Frequency	Max. Number of Participants
Ort	Sprache	Dauer des Moduls	Vorlesungsrhythmus	Max. Teilnehmerzahl
Kemnath	English	1 Semester	Winter semester (WS)	25

Module Coordinator

Modulverantwortliche/r

Prof. Dr. Stefan Uebelacker

Lecturer

Dozent/In

Prof. Dr. Stefan Uebelacker

Prerequisites*

Voraussetzungen

Mandatory Prerequisites:

None

Suggested Prerequisites:

None

Teaching Methods

Lehr- und Lernformen

- ☒ Seminar-based teaching (Seminaristischer Unterricht, SU)
- ☒ Practical course (Übungen, Ü)
- ☐ Seminar (Seminare, Sem)
- ☐ Practical course (Praktika, Pr)
- ☒ Project (Projekte, Proj)
- ☐ Excursion (Exkursion, Exk)

Workload

Arbeitsaufwand

Total Workload:	150 h
Contact Time:	30 h
Web-Based Training:	20 h
Self-Study:	70 h
Examination:	10 h
Exam Preparation:	20 h

Learning Objectives

Angestrebte Lernergebnisse

After completing this module successfully, students will have the following professional, methodological, social and personal competences:

Professional Competence

Students deepen their ability to develop and validate venture concepts by integrating market insights, business model refinement, and implementation strategies. They critically evaluate entrepreneurial opportunities and formulate viable innovation strategies.

Methodological Competence

Students apply advanced venture development methods, including rapid prototyping, experimentation, business model iteration, and investor-oriented communication. They use evidence-based approaches to validate assumptions and support strategic decision-making.

Social Competence

Students enhance their leadership and collaboration skills by managing team dynamics, engaging with external stakeholders, and presenting venture concepts in professional settings. They effectively communicate complex ideas and incorporate stakeholder feedback into venture development.

Personal Competence

Students further develop self-management, entrepreneurial leadership, and the ability to make informed decisions under uncertainty. They demonstrate autonomy, adaptability, and a reflective approach to continuous learning and venture development.

Course Content

Studieninhalte

- Validation and refinement of venture concepts through experimentation and user feedback
- Rapid prototyping and testing of value propositions
- Business model iteration and development of market entry strategies
- Pitching, storytelling, and communication with investors and stakeholders
- Finalization and presentation of a validated venture or innovation concept

Literature

Lehrmaterial / Literatur

There will be individual content and literature for each session. Recommendations will include web-sources and literature references.

Method of Assessment (If Applicable, Note on Multiple Choice - § 22 Para. 1 Sentence 2 ASPO)

Modulprüfungen

Examination Type ^{*1)} Prüfungsart bzw. -form	Scope/Duration of the Examination (Including Weighting) ^{*2)} Umfang/Dauer und Gewichtung	Learning Objectives/Competencies to be Assessed Zu prüfende Lernziele/Kompetenzen
Exercise Performance	Team exercises (verbal), each appr. 30min, 50% Team exercises (written and/or practical use cases), each appr. 45-60min, 50%	The entire course content will be applied and checked throughout the examination type.

^{*1)} Please note the applicable overview of examination modes in §§ 20 to 29 ASPO.

^{*2)} Please also provide information on the weighting (in %). If applicable, also provide a reference to a bonus system (cf. § 33 sentence 10 ASPO) and to the attendance requirement (§ 9 para. 5 sentence 2 and § 11 para. 2 no. 4 ASPO).

Social Entrepreneurship & Sustainable Innovation

Social Entrepreneurship & Sustainable Innovation

Classification	Module ID	ECTS
Zuordnung zum Curriculum	Modul-ID	Umfang in ECTS-Leistungspunkten
	00853	ECTS: 5

Location	Language	Duration of Module	Term/Frequency	Max. Number of Participants
Ort	Sprache	Dauer des Moduls	Vorlesungsrhythmus	Max. Teilnehmerzahl
	English	1 semester	only winter term	

Module Coordinator	Lecturer
Modulverantwortliche/r	Dozent/In
Prof. Dr. Jens Löbus	Prof. Dr. Jens Löbus

Prerequisites*

Voraussetzungen

Mandatory Prerequisites:

None

Suggested Prerequisites:

None

*Note: please also observe the prerequisites according to examinations regulations law in the current version of the SPO.

Teaching Methods	Workload												
Lehr- und Lernformen	Arbeitsaufwand												
Einsetzungstext ist leer!	<table> <tr> <td>Total Workload:</td><td>150 h</td></tr> <tr> <td>Contact Time:</td><td>47 h</td></tr> <tr> <td>Web-Based Training:</td><td>0 h</td></tr> <tr> <td>Self-Study:</td><td>103 h</td></tr> <tr> <td>Examination:</td><td>0 h</td></tr> <tr> <td>Exam Preparation:</td><td>0 h</td></tr> </table>	Total Workload:	150 h	Contact Time:	47 h	Web-Based Training:	0 h	Self-Study:	103 h	Examination:	0 h	Exam Preparation:	0 h
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Exam Preparation:	0 h												

Learning Objectives

Angestrebte Lernergebnisse

After successfully completing the module, students have the following technical, methodological and personal skills: In this module students get a fundamental understanding of innovation with a special focus on sustainable innovation and social entrepreneurship. They learn how to evaluate, design and implement innovation-friendly organisational structures and methods which foster sustainability and social change in organizations.

- Expertise: Students know what sustainable innovations are, which forms of social entrepreneurship exist and are able to assess their potential for change. They can evaluate, generate and implement organisational structures necessary to foster sustainable innovation and social entrepreneurship.
- Methodological competence: Students are enabled to apply appropriate methods in the different phases of an innovation or entrepreneurial process. They can develop and design new business ideas and identify potential obstacles.
- Personal competence (social competence and self-competence): Students are equipped with a mindset and social skills that enables them to capture and analyse complex environments and identify potential for innovative solutions for sustainability and social business ideas.

Course Content

Studieninhalte

- Concepts and significance of Social Entrepreneurship and Sustainable Innovation
- Practical Examples of Social Businesses
- Innovation Methods of Design Thinking & UX
- Evaluation of potential of Sustainable Innovation and Social Business

Literature

Lehrmaterial / Literatur

- Banks, Ken (2016): Social Entrepreneurship and Innovation: International Case Studies and Practice. London, UK: Kogan Page.
- Hargadon, Andrew (2015): Sustainable Innovation: Build Your Company's Capacity to Change the World. Stanford: Stanford University Press.

Method of Assessment (If Applicable, Note on Multiple Choice - § 22 Para. 1 Sentence 2 ASPO)

Modulprüfungen

Examination Type *1)	Scope/Duration of the Examination (Including Weighting) *2)	Learning Objectives/Competencies to be Assessed
Prüfungsart bzw. -form	Umfang/Dauer und Gewichtung	Zu prüfende Lernziele/Kompetenzen

presentation	Final presentation (15min) on a self-chosen topic. Weighting: 100%	The presentation assesses the entire learning contents and competence profiles.
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*1) Please note the applicable overview of examination modes in §§ 20 to 29 ASPO.

*2) Please also provide information on the weighting (in %). If applicable, also provide a reference to a bonus system (cf. § 33 sentence 10 ASPO) and to the attendance requirement (§ 9 para. 5 sentence 2 and § 11 para. 2 no. 4 ASPO).