

Stuttgart Media University

Course Catalog Media Creation and Management

Course Title	Entrepreneurship Boot Camp (as part of the module Corporate Finance and Entrepreneurship)
	Bachelor Level Course
Course No	223333b
Lecturers name	Prof. Dr. Nils Hoegsdal, Hannah Laura Schneider, Ben de Vleeschauwer, Gideon Bazen
Teaching language	English
Credits (ECTS)	3 ECTS
Teaching/learning methodology	Interactive lecture
Total workload	Course: 45 hours teaching time + preparation and follow-up work and term paper/presentation: 45 hours = Total Workload: 90 hours
Contact hours per week	Intensive Short Term program – 8h a day in one week Entrepreneurship Bootcamp
Type of exam	Group or Individual term paper/Validated business concept (Extended Pitch Deck)
Learning outcomes	<p>Students will be able to define, identify and/or apply the principles of entrepreneurial as a discipline with a focus on the lean start-up approach</p> <p>Students will be able to define, identify and/or apply innovation tools and creativity techniques building upon the concept of Design Thinking in the context of Entrepreneurship</p> <p>Students will be able to define, identify and/or apply the principles of viability of businesses, new business proposals, and opportunities within existing business;</p> <p>Students will be able to define, identify and/or apply the different forms of business models and to visualize Business Model Innovation</p>
Abstract	This course enables students to turn an innovative idea into a first business idea. The Boot Camp of the course typically takes place in one intensive week with a strong focus on action learning. Utilizing lean start-up methodology and design thinking tools, participants will validate their hypothesis and develop a fully-fledged business model with a focus on the product-market fit.
Contents/ Indicative syllabus	<ol style="list-style-type: none"> 1. Entrepreneurship as a discipline 2. Introduction Design thinking: Process and Tools 3. The Lean Start-up Approach 4. Ideation and Problem-Solution Fit 5. Rapid Prototyping and Customer Validation 6. Business Models Canvas and Value Proposition Design 7. Customer Archetypes and Persona 8. Customer Discovery and Development Process and achieving product-market-fit 9. Traction and Entrepreneurial Marketing 10. Introduction in the Financing of Start-ups and the VC game 11. Idea Pitching and Presentation

Reading list	<p>Steven Gary Blank, Bob Dorf (2012): The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company.</p> <p>Eric Ries (2017): The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.</p> <p>Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith, Trish Papadacos (2014) Value Proposition Design: How to Create Products and Services Customers Want.</p> <p>Alexander Osterwalder, Yves Pigneur (2010): Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers.</p> <p>Oliver Gassmann, Karolin Frankenberger, Michaela Csik (2014) The Business Model Navigator: 55 Models That Will Revolutionise Your Business.</p> <p>Gabriel Weinberg, Justin Mares (2015): Traction: How Any Startup Can Achieve Explosive Customer Growth.</p> <p>Marc Gruber, Sharon Tal (2017): Where To Play: 3 steps for discovering your most valuable market opportunities.</p> <p>Eric Ries (2017): The Startup Way: How Entrepreneurial Management Transforms Culture and Drives Growth.</p> <p>Supplemental texts may be used; students will be informed at the beginning of the semester</p>
Weblinks	<p>www.inno-tools.com</p> <p>https://de.udacity.com/course/how-to-build-a-startup-ep245</p>