

# Stuttgart Media University

## Course Catalog Media Creation and Management

Course Title	Field Trip / Study Project
	Bachelor Level Course
Course No	PL: 722310
Lecturers name	Prof. Dr. Nils Hoegsdal, Hannah Laura Schneider, Ben de Vleeschauwer, Gideon Bazen
Teaching language	English
Credits (ECTS)	2 ECTS
Teaching/learning methodology	Online Course, Self-Study, Learning Reflection (Pre- and Post-course Work)
Total workload	Total Workload: 60 hours
Contact hours per week	-
Type of exam	Pre-Reading and Learning Reflection Paper
Learning outcomes	<p>Students will be able to define, identify and/or apply the overall logic of effectual thinking and differ between causal and effectual logic</p> <p>Students will be able to define, identify and/or apply reflection on entrepreneurial thinking and acting</p> <p>Students will be able to define, identify and/or apply the principles of the lean-start-up approach</p>
Abstract	Within this course, the students will be introduced in the concept of entrepreneurial thinking and effectuation. In Self-Study and Self-Reflection the students will get to know basic concepts of entrepreneurial approaches such as. The Lean-Start-up Approach and the principles of Effectuation. Also, the students will learn to apply reflection on to their entrepreneurial projects and therefore make connections between the entrepreneurship theory and their own acting in a real-life project (e.g. Entrepreneurship Boot Camp).
Contents/ Indicative syllabus	<p>Introduction in the four Effectuation Principles</p> <p>Introduction into the Lean-Start-Up Approach</p> <p>Reflection on Entrepreneurial Thinking and the Entrepreneurial Self</p> <p>Reflection on the application of theoretical principles from Effectuation and Lean Start-up in their own project</p>
Reading list	<p>Eric Ries (2017): <b>The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses.</b></p> <p>Sarasvathy, S (2001): <b>What makes entrepreneurs entrepreneurial.</b> The Darden Graduate School of Business Administration</p> <p>Sarasvathy, S et. al. (2011): <b>Effectual Entrepreneurship.</b> Routledge</p> <p>Supplemental texts may be used; students will be informed at the beginning of the semester</p>
Weblinks	<a href="http://www.effectuation.org">www.effectuation.org</a>