

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 Högsdal, 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 Boot Camp
Type of exam	Group or Individual term paper/Validated business concept (Extended Pitch Deck)
Learning outcomes	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 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 Students will be able to define, identify and/or apply the principles of viability of businesses, new business proposals, and opportunities within existing business; Students will be able to define, identify and/or apply the different forms of business models and to visualize Business Model Innovation
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	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	Steven Gary Blank, Bob Dorf (2012): The Startup Owner's Manual: The Step-by-Step Guide for Building a Great Company. Eric Ries (2017): The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Alexander Osterwalder, Yves Pigneur, Gregory Bernarda, Alan Smith, Trish Papadacos (2014) Value Proposition Design: How to Create Products and Services Customers Want. Alexander Osterwalder, Yves Pigneur (2010): Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. Oliver Gassmann, Karolin Frankenberger, Michaela Csik (2014) The Business Model Navigator: 55 Models That Will Revolutionise Your Business. Gabriel Weinberg, Justin Mares (2015): Traction: How Any Startup Can Achieve Explosive Customer Growth. Marc Gruber, Sharon Tal (2017): Where To Play: 3 steps for discovering your most valuable market opportunities. Eric Ries (2017): The Startup Way: How Entrepreneurial Management Transforms Culture and Drives Growth. Supplemental texts may be used; students will be informed at the beginning of the semester
Weblinks	www.inno-tools.com https://de.udacity.com/course/how-to-build-a-startup--ep245

Stuttgart Media University

Course Catalog Media Creation and Management

Course Title	Trendwatching and Innovation
	Bachelor Level Course
Course No	PL: 223638 Student Project 1 "Entrepreneurship Experience"
Lecturers name	Prof. Dr. Nils Högsdal, Hannah Laura Schneider, Ben de Vleeschauwer, Gideon Bazen
Teaching language	English
Credits (ECTS)	3 ECTS
Teaching/learning methodology	Interactive lecture
Total workload	Course: 25 hours teaching time + preparation and follow-up work and term paper/presentation: 65 hours = Total Workload: 90 hours
Contact hours per week	Intensive Short Term program – 8h a day at three days
Type of exam	Group or Individual term paper/ Trendwatching Concept
Learning outcomes	Students will be able to define, identify and/or apply the overall logic of Trendwatching and the definition and differentiation of trend levels Students will be able to define, identify and/or apply Trendwatching Tools such as e.g. Scenario Thinking, Forecasting, Trend Research, Trend Analysis and Driving Forces Students will be able to define, identify and/or apply the Megatrend Sustainability to an existing concepts/product ideas/brand. Students will be able to define, identify and/or apply Technology Trends and how to integrate them in an existing concept/product idea/brand
Abstract	Within this course, the students will be introduced in the concepts of Trendwatching and Innovation. In three intensive days of teaching and interactive workshops in interdisciplinary and intercultural groups, the students will dive into the overall logic of Trendwatching as well as get to know Trendwatching tools and get an insight on the different perspectives on Trendwatching (e.g. consumer perspective vs. technology perspective). Furthermore, the course will focus on the megatrend sustainability and how to include and apply this trend into existing concepts for e.g. brands and product ideas. Also, the students will get introduced in current technology trends (e.g. based on Gartner Hype cycle) and will also learn to apply and integrate technology trends into an existing concept, brand or product idea.
Contents/ Indicative syllabus	Trendwatching Overview: From Megatrend to Consumertrends Overview and Application of Trendwatching Tools Megatrend Sustainability From Trends to Concepts: Workshop on Trend Application Beyond the Hype: Technology Trends Workshop on Emerging Technologies Cultural Skills in Innovation

Reading list	Martin Raymond : The Trend Forecasters Handbook: https://www.thefuturelaboratory.com/the-trend-forecasters-handbook Supplemental texts may be used; students will be informed at the beginning of the semester
Weblinks	

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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	Students will be able to define, identify and/or apply the overall logic of effectual thinking and differ between causal and effectual logic Students will be able to define, identify and/or apply reflection on entrepreneurial thinking and acting Students will be able to define, identify and/or apply the principles of the lean-start-up approach
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	Introduction in the four Effectuation Principles Introduction into the Lean-Start-Up Approach Reflection on Entrepreneurial Thinking and the Entrepreneurial Self Reflection on the application of theoretical principles from Effectuation and Lean Start-up in their own project
Reading list	Eric Ries (2017): The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. Sarasvathy, S (2001): What makes entrepreneurs entrepreneurial. The Darden Graduate School of Business Administration Sarasvathy, S et. al. (2011): Effectual Entrepreneurship. Routledge Supplemental texts may be used; students will be informed at the beginning of the semester
Weblinks	www.effectuation.org