

Stuttgart Media University

Course Catalog

Minor: International Publishing

(valid from Winter Semester 2019/2020)

Course Title	Entrepreneurship Simulation
	Bachelor Level Course (Typically taken during 2 nd or 3 rd year)
Course No	115983b
Lecturers name	Dr. Helmut Wittenzellner
Teaching language	English
Credits (ECTS)	2
Teaching/learning methodology	Simulation and Gaming
Total workload	2 ECTS = 60 study hours
Contact hours per week	20 hours teaching time + preparation and follow-up work: 20 hours + preparation time term paper: approx. 20 hours = Total Workload: 60 hours
Type of exam	Group Project with Presentation
Learning outcomes	Students will be able to <ul style="list-style-type: none"> • get familiar with the typical start-up phases • obtain informations and market analysis • Create a business plan • determine strengths and weaknesses of team and model • assign tasks in the startup-team • work in teams • run the business over several fiscal years in competition to other teams • analyse and interpret financial ratios • present and pitch in front of a jury
Abstract	<p>The Course „Entrepreneurship Simulation“ is an interactive Learning Format driven by a Online Business Simulation Game, called PRIMESIM Entrepreneurship.</p> <p>This start-up simulation is applied for learning the core elements of a foundation process. The participants are facing several challenges related to typical entrepreneurial problems: Proof and choice of ideas, choice of team members and partners, proof of the attractiveness of markets, target groups, positioning, advantages in competition and product life cycle. A crucial learning effect arises by working with the priME SIM management cockpit. It works out central executive competences for strategic planning of new business models, focussing onto the important challenges of the pre-seed phase before the market entry. A combination of learning nuggets, action elements and business software application gives a special dynamic for learning the essential competences and the knowledge about running a business sustainably.</p> <p>The assessment will be based on a Performance Calculation of the Teams results, constituting 50% of the module grading, added by the 25% quality of the elaborated business plan and 25% of the quality of the group's investor's pitch.</p>
Contents/ Indicative syllabus	Please note: Detailed syllabi are not a standard in German universities; students should expect to be informed of assignments verbally and/or via an online learning platform, i.e. Moodle.
Reading Materials	priME Academy (2018) (ed).: PRIMESIM Entrepreneurship Participants Manual V2.0 Ries, Eric (2011): The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses
Weblinks	https://wheretoplay.co/

	https://www.stgaller-navigator.com/ http://theleanstartup.com/book