



Enterprise Development and Entrepreneurship MSc Study Abroad Course List

Tuition fee/credit: 110 USD

You can find the course descriptions by clicking on the Course title!

For course syllabi, please contact the Study Abroad Office!

Course title	Semester	Credits (ECTS)
Advanced Marketing Research	Fall	6
Production & Process Management	Fall	6
Intercultural Business Communication	Fall	6
Entrepreneurial Finance	Fall	6
Project Management	Fall	6
Strategic Management	Fall	6
Innovation and Innovation Management	Spring	6
Corporate Entrepreneurship	Spring	6
Entrepreneurship and BMG	Spring	6
Applied Statistics & Econometrics	Spring	6
Regional Economics & Development	Spring	6
Business Intelligence	Spring	6
E-Commerce	Spring	6
Applied Venture Valuation	Spring	6
Tutorial: Start-Up Development	Spring	6

Detailed information about the courses:

**Production and Process Management**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	Production and process management deals with the efficient utilization of resources to produce products and services. It plays a crucial role in achieving business strategy, as its sustainability is based mainly on outstanding operations capabilities that are not easy to copy. During the semester, students have the opportunity to see typical examples to be found in company case studies, and to meet professionals in the field.
Assessment methods:	Class work, midterm exam, final exam
Teaching period:	Fall Semester

Innovation and Innovation Management

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min
Credits (ECTS):	6
Course description:	The course provides a structured insight into the most important topics of the subject. Besides the importance of understanding technological change and the introduction of basic concepts and approaches, high emphasis is put on microeconomic (market structure, diffusion, technology transfer, university-industry cooperation, externalities), macroeconomic (systems of innovation, innovation and growth), respectively on geographic aspects. During the course also practical problems of economic policy (technology policy, technology evaluation) and firm-level innovation management will be discussed in detail. Based on the knowledge gained through the course, students will be able to handle the importance of technological development, to participate in the decision making and evaluation of innovation policy and to manage innovation processes of companies.
Assessment methods:	Student presentations, Group work, Final exam
Teaching period:	Spring Semester

**Entrepreneurship and BMG**

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	1x90 min.
Credits (ECTS):	6
Course description:	<p>This course aims to bring together the theoretical and the practical view of entrepreneurship. The theoretical part presents the models and ways of becoming an entrepreneur as well as the influential factors of entrepreneurship. Government, local as well as international entrepreneurship policy aspects are also covered. The course emphasized both the individual and the contextual factors of entrepreneurship from a system perspective. Recent developments in technology start-ups and digitalization are also covered. Students are expected to analyze country level differences and specialties in entrepreneurship. Specific attention is paid to the fast growing ventures, called gazelles.</p> <p>In the second part of the course students get acquainted with the basics of business modelling and on how to compete on this front complementing basic services and product. This Module will be the preparatory of the practice oriented modules that will require students to establish their own or provide support to others in their establishment of their entrepreneurial venture.</p>
Assessment methods:	Midterm exam, project work, video report, presentation, workshop
Teaching period:	Spring Semester

Regional Economics and Development

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	1x90 min.
Credits (ECTS):	6
Course description:	<p>The course of Regional Economics and Development aims at providing insights into the key role of spatial processes (globalization, localization) in economics and business. The course introduces the most important theories of regional economies, the key methodologies applied in the study of regions as well as the most frequently followed strategies in modern regional development.</p>
Assessment methods:	Class work, Midterm exam, Final exam
Teaching period:	Spring Semester

**Entrepreneurial Finance**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	1x90 min.
Credits (ECTS):	6
Course description:	On the course we examine how to raise funds for different phases in entrepreneurial growth. The course will navigate you through a wide range of financing forms, including crowdfunding, business angels, VCs, bank finance and the importance of financial flexibility. You will learn how to develop your own crowdfunding campaign on pecs.hubbub.net . Advanced valuation techniques will also be addressed to enhance your understanding of value creation. FinTech revolution will also be revealed for you so that you can think in terms of technological innovation available for entrepreneurs.
Assessment methods:	Group work, Analysis, Class participation
Teaching period:	Fall Semester

Project Management

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	The importance of the projects is undoubtedly high in nowadays business management. It is due to two reasons: on the one hand, it is a key to success of the realization and implementation of non-operationalizable and big volumed problems. On the other hand, it is an essential financial source to those project proposals in line with the main priorities of the European Union. The course aims to clarify for students possible cooperation between general management and project management.
Assessment methods:	Project validation, Midterm report, Final presentation
Teaching period:	Fall Semester

**Intercultural Business Communication**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	The module is based on three pillars: culture, (business) communication and intercultural aspects of communication. The objectives are to improve knowledge about the nature of intercultural (business) communication with emphasis on intercultural business talks, and to develop skills in identifying pitfalls in cross-cultural communication, avoiding misunderstandings and conflicts through cultural intelligence.
Assessment methods:	Class participation, course work (group & individual), assignments
Teaching period:	Fall Semester

Applied Statistics and Econometrics

Language of instruction:	English
Form of teaching:	lecture and seminar
Class hours per week:	2x90 min
Credits (ECTS):	6
Course description:	The subject gives an overview of major methods of empirical work in economics, mostly concentrating on econometric techniques. The methods will be applied to various economic problems, demonstrating their use in practical applications. Students get hands on experiences analysing various economic problems with a variety of approaches. We use gretl for practical work.
Assessment methods:	interim tests and final exam
Teaching period:	Spring Semester

**Advanced Marketing Research**

Language of instruction:	English
Form of teaching:	lecture and seminar
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	<p>This course aims to provide an overview of the changing landscape of Marketing Research (MR) including trends, new business models, methods and also introduce the popular analysis toolkit, IBM's SPSS software.</p> <p>Building on fundamentals of MR students will not just be able to communicate with research companies but also will be able to prepare and carry out their own research projects.</p> <p>Discussing special fields of MR will help students to work in several industries from media to retail companies.</p>
Assessment methods:	Presentation, final exam
Teaching period:	Fall Semester

Strategic Management

Language of instruction:	English
Form of teaching:	lecture and seminar
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	<p>This course focuses on important current issues in strategic management. It will concentrate on modern analytical approaches with an emphasis on scenario analysis and system theory. The course is intended to provide the students with a holistic view and a pragmatic approach that will guide the formulation and implementation of corporate, business, and functional strategies in order to develop sustainable competitive advantage in a changing and challenging international business environment.</p>
Assessment methods:	Class engagement, midterm and semester paper, final assignment
Teaching period:	Fall Semester

**Corporate Entrepreneurship**

Language of instruction:	English
Form of teaching:	lecture and seminar
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	<p>What is corporate entrepreneurship? Who is a “corporate entrepreneur”? Obviously basic questions to a course on the subject, but the reality is that the definition of both is contingent on the context it’s used in. Intrapreneurship can be defined as the process that allows for individuals and groups within a structured organization to think, develop and execute value-creation for the firm unencumbered by the stated organizational processes, procedures, rules and regulations while still having access to corporate resources to reach their intended goals. Therefore the “intrapreneur” is a person(s) who becomes empowered to create these new products or services without implied or stated constraints leading to value-creation for the organization. So, what drives intrapreneurship? Why are some large organizations better at it than others? Is it a necessary component of a firm’s DNA? If so, how do you embed it into the corporate culture? What leadership skills are necessary? Why bother with it? All reasonable questions that will be examined and hopefully, answered in this course.</p>
Assessment methods:	Class participation, report, presentation, case study, final presentation
Teaching period:	Spring Semester

**Business Intelligence**

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	Business Intelligence generally is about how decision making processes can be improved through various interaction with data. The course focuses on data analytics application of internal and external enterprise data sources. The course structure follows the steps of the industrial standard CRISP-DM methodology. After a concise introduction to the data warehouse and the multidimensional data model, the typical data mining task are detailed. The semester is dedicated to predictive modeling tools, followed by frequently used descriptive models. These issues are illustrated by real world examples with special emphasis given to Machine Learning. Related case studies are discussed and solved by recent data mining softwares as hands-on experimentation with algorithms.
Assessment methods:	Reading assessment, problem solving, midterm test and final exam
Teaching period:	Spring Semester

E-Commerce

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	The course offers an overview of modern enterprise information systems, introduces patterns and solutions in e-Business and e-Commerce, relating mostly the business attitude towards using new ICT technologies. Lectures, articles and case studies help to understand basic ideas, theories and methodologies. Students work individually and also in teams to investigate real world cases and to create analytical reports on discussed facts.
Assessment methods:	Project work, midterm and final exam
Teaching period:	Spring Semester

**Applied Venture Valuation**

Language of instruction:	English
Form of teaching:	lecture and practice
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	The objective of this course is to discuss the content of financial statements coming from international accounting systems (US GAAP, IFRS), and then to build up students' ability to appropriately select and apply different valuation methods and thus to determine the intrinsic value of any company, with a special focus on the International Valuation Standards (IVS).
Assessment methods:	Midterm and final exam
Teaching period:	Spring Semester

Tutorial: Start-Up Development

Language of instruction:	English
Form of teaching:	lecture
Class hours per week:	2x90 min.
Credits (ECTS):	6
Course description:	This course is the continuation of the Entrepreneurship and Business Model Generation course. In that you have created a business model around a socio-economic problem, you have partly validated it on your target market, but an in depth analysis, validation design and implementation was not pursued. The objective of this course is to take you through this in depth process in a very practical way in order to allow you to implement your product/service. In this implementation process the creation of an MVP will be necessary for you to be able to receive valuable and real feedback from your stakeholders. Throughout the course you will be exposed to new problems that you will have to solve using all the tools you have acquired in the framework of the IE.
Assessment methods:	Class engagement, business plan
Teaching period:	Spring Semester