

„Entrepreneurship 101“ is a new lecture structured along various focal topics

Thinking and Acting like an Entrepreneur 1	Thinking and Acting like an Entrepreneur 2
Thinking and Acting like an Entrepreneur 3	Thinking and Acting like an Entrepreneur 4
Getting to Market 1	Getting to Market 2
Start-up CFO 1	Start-up CFO 2
Venture Capital 1	Venture Capital 2

- Entrepreneurship 101 allows you to **select those modules that capture your interest most** out of an offering of ten modules
- Without prior experience in entrepreneurship, we recommend you **begin with the „Thinking and Acting Like an Entrepreneur“ series**
- The maximum no. of modules to complete is **defined by your study program** and specified in your curriculum
- Each module will count **1 ECTS** towards your degree upon successful completion of the exam
- Please pay attention to program-specific information you have been provided with by your degree program

Note: The (maximum) number of modules to pursue is determined by your faculty and will be subject to the conditions outlined in your study curriculum

Each module covers two sections (1/2)

Module	Section	Focal topics	ECTS
Thinking and Acting like an Entrepreneur 1	1.1 Entrepreneurial Mindset	Unfold your entrepreneurial personality	1
	1.2 The Entrepreneurial Process	Apply the process of successful entrepreneurs	
Thinking and Acting like an Entrepreneur 2	2.1 Idea & Opportunity	Create your business idea and evaluate its potential	1
	2.2 Idea Generation Tools	Apply the tools of successful entrepreneurs	
Thinking and Acting like an Entrepreneur 3	3.1 Learning vs. Scaling	Learn how to start and scale your business	1
	3.2 The Business Model	Present your learnings in a business model	
Thinking and Acting like an Entrepreneur 4	4.1 Lean Start-up	Get your company started and avoid obstacles on the way	1
	4.2 Entrepreneurial Success Factors	Build your own team and establish relevant partnerships	
Getting to Market 1	1.1 The Inside-Out Perspective	Who is your customer and who is talking about the brand?	1
	1.2 4Ps: Product development	What distinguishes successful from unsuccessful products?	
Getting to Market 2	2.1 4Ps: Promote yourself	How do you communicate with your customer?	1
	2.2 4Ps: The role of pricing & place	What is your price and where can we find you?	

Each module covers two sections (2/2)

Module	Section	Focal topics	ECTS
Start-up CFO 1	1.1 The financial perspective	Learn about liquidity planning and financial controlling	1
	1.2 Financing Options	Understand your financing options	
Start-up CFO 2	2.1 Business Angels	Learn how to choose the right Business Angel	1
	2.2 Business Model	Create your business model and value your start-up	
Venture Capital 1	1.1 What is Venture Capital?	Learn how to choose the right Venture Capitalist	1
	1.2 Valuation & Theories	Get your company started and avoid obstacles on the way	
Venture Capital 2	2.1 Understanding the Term Sheet	Understand the term sheet	1
	2.2 The Post-Investment Phase	Successfully manage the post investment phase	

If you are new to the field of entrepreneurship we recommend you start with the „Thinking and Acting Like an Entrepreneur“ series

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Thinking and Acting like an Entrepreneur 4	4.1 Lean Start-up	Get your company started and avoid obstacles on the way	1
	4.2 Entrepreneurial Success Factors	Build your own team and establish relevant partnerships	
Getting to Market 2	1.1 The Inside-Out Perspective	Who is your customer and who is talking about the brand?	1
		What distinguishes successful from unsuccessful products?	
		How do you communicate with your customer?	
	2.2 4Ps: The role of pricing & place	What is your price and where can we find you?	1

“Thinking and Acting like an Entrepreneur” modules teach **the foundations** of entrepreneurship