

## GENERAL DATA

Program title	<b>MBA - International Business</b>
Course	<b>Entrepreneurship and New Venture Creation</b>
Course ID <input type="text"/>	Year of study: 2018/2019
NAME OF LECTURERS:	FH-Prof. PD Dr. Bernd Ebersberger (guarantor, lecturer)

## COURSE DESCRIPTION

Entrepreneurship and New Venture Creation deals with scanning the business environment and generating business ideas from the information gathered, analyzing the attractiveness of an industry for new venture creation and entry and conducting a review and audit of a new venture's strategy. Students will learn to apply the benefits of business planning to achieve entrepreneurial success and realize the limits of planning in an uncertain and dynamic environment. Students also learn to create and develop new business models for a new enterprise, design, develop and craft strategies for its success.

## LEARNING OUTCOMES

Upon completion of this subject, students are able to

- generate multiple business enterprise ideas, either in the context of an existing corporation or organization or for independent ventures,
- select ideas that fit between the person, the business and the environment for creating and developing new business enterprises,
- design a strategy and business model for a new enterprise,
- communicate both the essence of the business and elaboration of its success through a written business plan,
- develop a financial structure for the enterprise with consideration for the operational and financial feasibility of the venture,
- recommend ways to create, build and sustain the organizational capabilities to make the venture a success determine the mix of human resource management practices that have the best fit with a multinational firm's strategy and structure, taking into consideration various factors including key management challenges faced by an expatriate manager,
- integrate from a leadership perspective, situational, cultural and ethical considerations, into decisions taken for a firm's participation and strategies in foreign markets.

## **REQUIRED READINGS**

The relevant information can be found in the Studypack and consists of the courseware for this course. Additionally, there are articles and a recommended book for this subject.

Dollinger Marc J.: Entrepreneurship: Strategies and Resources. 4th ed. Marsh Publications LLC, 2008

ADDITIONAL ARTICLES AND LINKS FROM THE COURSEWARE (STUDYPACK)

## **DIDACTICS, TEACHING METHOD, EXAM PROCEDURE**

Course: 5 ECTS = 125 hours of study load (1 ECTS = 25 hours of study load)

Mode of delivery: distance learning/e-learning

Planned learning activities and teaching methods: Integrative assessment

Assessment methods and criteria: Integrative assessment plus final project (writing a business plan and presentation).