**Digital Entrepreneurship and Startup Management**

**Learning Outcomes**

The students acquire the theoretical and practical basics of entrepreneurship and startup management in the digital economy. They are familiar with the essentials of entrepreneurial mindsets and entrepreneurial behavior as preconditions for sustainably successful action in the startup environment as well as in existing organizations (intrapreneurship). Students possess the necessary competence to develop viable business models in the digital economy. They can write and evaluate business plans for successful entrepreneurial as well as intrapreneurial initiatives. Furthermore, students can identify and apply analytical and methodological tools for discovering opportunities and managing risk in digital startups.

**Content**

**Part A: Digital Entrepreneurship and Startup Management**

**1. Introduction: Entrepreneurship as the Fundament of Economic Development**

Concept of entrepreneurship

Core elements of entrepreneurship

Entrepreneurship and the digital economy

Individual entrepreneurship

**2. Entrepreneurial opportunity structures**

Societal opportunity structures

Individual preconditions for entrepreneurship

Creativity, innovation and entrepreneurship

**3. Startup Workshop**

Concepts for developing business ideas

Idea development in the digital economy

Best practices for starting a digital business

**4. Entrepreneurial Actions in Practice**

The entrepreneurial mindset

Startup, buy‐out or company succession

Intrapreneurship and corporate entrepreneurship

Entrepreneurial resilience

**Part B: Business Planning for the Digital Economy**

**5. Business Plan Development Methods**

Relevance and use of business plans

Conceptualization of business plans

Structure of business plans

Specifics for the digital economy

**6. Structure of a Business Plan**

Executive Summary

Idea and product

Founder(s) and team

Customers, competitors and market

Organizational design, marketing and sales

Operational planning

Risk management

Financial and investment planning

**7. Business Plan Evaluation**

Critical success factors for business plans

Evaluation of business plans by a jury

Other business planning methods: Business Model Canvas, Lean Startup

**8. Selected Case Studies**

Case studies in the fields of startups and digital businesses

Case studies in the field of business development

Case studies in the field of innovation management

Case studies in the fields of social entrepreneurship and corporate social responsibility

Exercises in developing a digital business model

Exercises in writing a structured business plan

Exercises in evaluating digital business models and plans

**Teaching Methods**

**In‐class study:** Seminar lecture with case studies and in‐depth exercises and instructions. Furthermore, accompanying course project work (project reports and presentations) on case studies and business plans. Specific interest in New York City based businesses and cases.

**Self‐Study:** Literature study and preparation of lectures, presentations and project reports

**Assessment**

Students complete this module with a project work. The project work includes a project report (15‐20 pages) and a project presentation (20‐30 minutes per presenter) and a handout (2‐4 pages).

**Course Literature**

Applegate, Lynda; (2014): Becoming an Entrepreneurial Leader, Case Study Core Curriculum Entrepreneurship, Harvard Business School Press, Cambridge, USA

Applegate, Lynda; Carlson, Carole (2014): Developing Business Plans and Pitching Opportunities, Case Study Core Curriculum Entrepreneurship, Harvard Business School Press, Cambridge, USA

Applegate, Lynda; Carlson, Carole (2014): Recognizing and Shaping Opportunities, Case Study Core Curriculum Entrepreneurship, Harvard Business School Press, Cambridge, USA

Aulet, Bill (2013): Disciplined Entrepreneurship: 24 Steps to a Successful Startup, Wiley, New Jersey, USA

Blank, Steve (2015): The Startup Owner's Manual: The Step‐By‐Step Guide for Building a Great Company

Ries, Eric (2014): The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses. London

**Further Literature**

Fueglistaller, Urs/ u.a. (2015): Entrepreneurship: Modelle – Umsetzung – Perspektiven. Wiesbaden

Grichnik, Dietmar/u.a. (2010): Entrepreneurship, Unternehmerisches Denken, Entscheiden und Handeln in innovativen und technologieorientierten Unternehmungen. Stuttgart

Kraus, Sascha (2011): Entrepreneurship ‐ Fallstudien: Unternehmensgründung, Intrapreneurship und

Innovationsmanagement. Wien

Faltin, Günter (2012): Kopf schlägt Kapital. Die ganz andere Art, ein Unternehmen zu gründen. München

NUK (2015): Neues Unternehmertum Köln, Anleitung zur Erstellung eines erfolgreichen Business Plans. Köln

Vogelsang, Eva/u.a. (2012): Existenzgründung und Businessplan. Berlin