

**Kurs: Entrepreneurship - Theorie und Praxis**

**Course: Entrepreneurship - Theory and Practice**

<b>Dozent(in)</b>	Prof. Antti Kauppinen
<b>Teilnahme- voraussetzungen</b>	<b>Formal:</b>
	<b>Inhaltlich:</b>
<b>Prüfungsleistung</b>	ELN (50% Präsentation, 50 % Studienarbeit)
<b>Prüfungsvorleistung</b>	-
<b>Bewertung der Prüfungs- leistung</b>	endnotenbildend
<b>Bestehenserblich</b>	ja
<b>Qualification objectives/ Learning outcomes</b>	<p>After successful completion of this course, students should be able to</p> <ul style="list-style-type: none"> <li>• define the elements of entrepreneurship as a process,</li> <li>• detail what entrepreneurship is and what it is not (and justifying why so),</li> <li>• identify where and with what consequences entrepreneurship appears in the post-industrial and international economy,</li> <li>• characterize entrepreneurship as a process of life-length social learning from failures and as discovery and creation of new opportunities out from those unmet expectations in- and outside of local markets,</li> <li>• explain the principles of entrepreneurial work both as an individual entrepreneur, but also as an employee of an already existing organization,</li> <li>• create and develop social talents for entrepreneurial creative processes (e.g. in terms of decision-making) that the entrepreneurial modes and methods of work-related interventions entail,</li> <li>• apply and show how to use the theory of entrepreneurship in practice,</li> <li>• discover and/or create one process of entrepreneurship in a team, and evaluate the potential of this process as an entrepreneurial opportunity,</li> <li>• plan how to generate more productive entrepreneurial processes later.</li> </ul>
<b>Contents</b>	<ul style="list-style-type: none"> <li>• Description of entrepreneurship as a process in the economy and society</li> <li>• Entrepreneurial transformation: from a non-entrepreneur to entrepreneur</li> <li>• Skills and talents of an individual (creative) entrepreneur</li> <li>• Entrepreneurial identity construction</li> <li>• Subversive entrepreneurship as an entrepreneurial behavior</li> <li>• Business opportunity creation and the nature of serendipity in this process</li> <li>• Organizational creativity in an entrepreneurial process</li> </ul>

	<ul style="list-style-type: none"><li>• Entrepreneurial project failure and heuristic decision-making</li><li>• 'Otherpreneuring' (i.e. understanding the significant others of the process)</li><li>• Collective fire in the process of entrepreneurship</li><li>• Structural holes: places and contexts where entrepreneurship occurs</li><li>• Entrepreneurial networks and their rhizomatic tendencies</li><li>• Internationalization of SMEs and international activities of an entrepreneur</li></ul>
<b>Medien</b>	z. B. Tafel, Flipchart, Pinnwand, Visualizer, CD-Player, Beamer mit Laptop
<b>Literatur</b>	<ul style="list-style-type: none"><li>• Nielsen, S. L., Klyver, K., Ewald, M. &amp; Bager, T. (2013). <i>Entrepreneurship in Theory and Practice: Paradoxes in Play</i>. Cheltenham, UK: Edward Elgar.</li><li>• Jones, C. &amp; Spicer, A. (2009). <i>Unmasking the Entrepreneur</i>. Cheltenham, UK: Edward Elgar.</li><li>• Allen, T. (2001) <i>No Cash, No Fear. Entrepreneurial Secrets to Starting Any Business with No Money</i>. New York: John Wiley &amp; Sons, Inc.</li><li>• Article collection (provided in the classroom).</li></ul>