

Course Description

Module 3: Perspectives on Entrepreneurship	
<p><u>Content:</u></p> <p>From a scholarly view, there are many definitions of entrepreneurship. In this module, we will start with a brief overview of prominent theoretical perspectives. What is more, we will address fundamental questions such as: Why do people start businesses? What characteristics does the typical entrepreneur possess and need? Is there “the” typical entrepreneur after all? What is the role of institutional settings in starting a business? How do entrepreneurs finance their start-up? What is the role of networks for launching and running new businesses? These questions touch upon several perspectives on entrepreneurship that will be discussed in class and are enriched by specific topics of focus.</p> <p>What is more, we will apply knowledge in a case study setting (2 sessions) and follow an applied approach to complement the theory conveyed during the lectures. The class will be interactive and encourage you to share your ideas and experience at all points.</p> <p><u>General program information:</u></p> <p>Lectures are combined with excursions to companies and/or public institutions and with cultural activities in order to provide students with a practical point of view and with background knowledge on the topics.</p>	
<p><u>Learning outcomes:</u></p> <p>By the end of this module, students will be</p> <ul style="list-style-type: none"> • able to form their own definition of entrepreneurship • familiar with fundamental concepts and perspectives in theoretical and practical entrepreneurial mechanisms • acquainted with case study training to foster their problem-based learning (PBL) skills • enabled to leverage their newly acquired knowledge to the benefit of their own entrepreneurial endeavours in new or existing firms 	
Lecturer:	Jan Zybur, M.Sc.
Prerequisites:	The class will introduce you to several concepts in entrepreneurship from a management perspective. Students <u>from all disciplines</u> are highly encouraged to participate. A <u>good command of English</u> in speaking and writing is required. High performance in this class requires participation and preparation, so it is in your best interest to come to class prepared. Readings will be announced 1 week prior to class.
ECTS:	4
Form of assessment:	Oral participation (40%), Written exam 60 min. (60 %)
Duration of module:	7 July - 16 July 2013
Language:	English
Target group:	Graduate and advanced undergraduate business students