

Master lecture WiSe 2020/2021
ENTREPRENEURSHIP FOR NON-ECONOMISTS
 Institute of Marketing
 Lecturer: Dr. Martha de Vries

AGENDA

Description	<p>The lecture deals with current topics from the entire field of business start-ups and entrepreneurship. The students</p> <ul style="list-style-type: none"> - get to know special and current problems of modern business administration from different theoretical and methodical perspectives, - acquire in-depth theoretical or methodological knowledge of the respective topic area, also on the basis of relevant original scientific literature or current research contributions, - learn to critically reflect problem solutions and contributions to the respective topic area according to scientific criteria, - learn to develop and evaluate their own problem-solving proposals based on theory. <p>Digital lecture; content and materials are provided weekly in STiNE. In addition, a three times zoom event will take place.</p> <p>This module is open to the free elective area of all courses of study outside the Faculty of Business Administration at the University of Hamburg.</p>
Mon, 9.11.2020 5 pm Zoom	KICKOFF The first zoom event takes place live with all students and serves as kickoff of the lecture. Here the students receive information on organizational and contentwise topics as well as on the exam and evaluation of the lecture. Since the lecture is aimed at all students of the university, possible questions are clarified from the outset.
Mon, 16.11.2020 10 am Upload in STiNE	INTRODUCTION THE BUSINESS PLAN The first Work Package deals with the basics of business management and shows the differences to other departments. Based on statistical evaluations, students are also shown the landscape of entrepreneurship and the start-up industry in Germany and worldwide. In addition, the first work package already includes an introduction to the preparation of business plans.
Mon, 23.11.2020 10 am Upload in STiNE	EXECUTIVE SUMMARY, BUSINESS CONCEPT, BUSINESS IDEA AND STRATEGY This event is about the first content of a business plan. The meaning and creation of the executive summary is explained. The focus of the event is on an optimally designed presentation of the business concept. The goals, vision and mission are defined. The chapter "Presentation of the company founders" is discussed and a short excursus on the design of CVs is given. In this context, the business idea is presented in the business plan. Possibilities for idea generation are discussed.
Mon, 30.11.2020 10 am Upload in STiNE	MARKET AND COMPETITORS The topic of the lecture is the chapter "Market and Competitors". Different statistical instruments for market analysis (e.g. BCG-Matrix, Ansoff-Matrix, Porter's Five Forces) as well as relevant key figures are presented. Students are given the opportunity to interpret statistical correlations and to learn how to assess key market figures.
Mon, 7.12.2020 10 am Upload in STiNE	MARKETING STRATEGY This lecture deals with the chapter "Marketing Strategy". The students learn the five or seven components of the marketing mix. In this course among other things the brand formation and evaluation of enterprise brands are presented. Part of the

	lecture is also the product life cycle and the components of the price policy (price & sales promotion strategies). Furthermore, the different ways of advertising products will be shown. This is followed by a presentation of the different distribution channels and players in the market.
Mon, 14.12.2020 10 am Upload in STiNE	PROCESS PLANNING Process planning is the core of this lecture unit. The process definition is part of this chapter. Emphasis is also placed on storage and delivery times. At this point, the possibilities for the visualization of process planning are also discussed.
Mon, 4.1.2021 10 am Upload in STiNE	ORGANIZATION, MANAGEMENT AND EMPLOYEES The chapter "Organization" is the subject of this lecture. One focus is on the presentation of organizational structures and management styles. In addition, factors that influence the definition of corporate and production sites are discussed. The development of company profiles as well as corporate governance is also discussed.
Mon, 11.1.2021 5 pm Zoom	GUEST LECTURE In the second zoom event a guest lecture will be held. In this context, students will have the opportunity to learn about a practitioner's view of business start-ups and the writing of business plans, and to find out what priorities are set in practice.
Mon, 18.1.2021 10 am Upload in STiNE	LEGAL FORM In this lecture, students will learn about different corporate legal forms. They will have the opportunity to look up the relevant legal texts themselves and to classify the different forms of companies. In addition, patents and aspects of intellectual property law are dealt with.
Mon, 25.1.221 10 am Upload in STiNE	OPPORTUNITIES AND RISIK The lecture unit "Opportunities and Risk" deals with the topic of risk management and shows possibilities to identify external and internal risks early and to eliminate them in time. It shows how possible emergency plans can look like and how strategic risk management can be integrated into a business plan.
Mon, 1.2.2021 10 am Upload in STiNE	FINANCE PLAN The main focus of the lecture is the presentation of the finance plan. Relevant key figures are shown and short, medium and long-term planning is presented. A demarcation to the financing requirement at different points in time in the company life cycle is made. Within this framework, students have the opportunity to learn about exemplary annual financial statements and balance sheets.
Mon, 8.2.2021 10 am Upload in STiNE	ENCLOSURES AND DOCUMENTS FUNDING AND EXIT The last chapter will focus on enriching the business plan with relevant documents and helpful information on contact points for company start-ups. The focus of the lecture is on the elaboration of exit strategies and financing possibilities for start-ups and business start-ups. In addition, a final evaluation of a case study for practice will be made using a concrete example.
Mon, 15.2.2021 5 pm Zoom	EXAM PREPARATION In the last zoom event, students have the opportunity to ask concrete questions about the content of the lecture and to clear up any remaining uncertainties. Exemplary questions from the Work Packages will be discussed and should serve as preparation for the exam.