

Course Announcement “Entrepreneurial Thinking & Business Design”

You have an innovative business idea, but your theoretical and methodical business skills are not yet strong enough to systematically test your idea for its actual marketability?

Then apply now for the interactive course “Entrepreneurial Thinking & Business Design”:

- Learn in the context of theoretical input blocks both theoretically and methodically, how successful business model development in an agile project environment works - starting from the initial idea generation over the idea validation up to the business model design
- Independently work in teams with other students to develop feasible solutions to continuously refine the business idea and design a custom-fit business model

This course is limited to 50 students and counts as 6 LPs.

We strive for inter-faculty credit transfer, which is already exemplified by the corresponding module links in CampusOnline. In individual cases of further queries, please ask the respective course moderators and examination offices about the possibilities of crediting in individual cases.

Registration is still possible until 02.04.2021, 23:59h

The kick-off event for the course will take place on 14.04.21 at 09:00 via Zoom.

More info can be found here:

<https://my.uni-bayreuth.de/cmlife/s/courses/Ly91YnRAY21jby9hcGkvY291cnNlcy8yODg4NTY/overview>

Feel free to contact Robert Genrich (robert.genrich@uni-bayreuth.de) in case of any questions.

We are looking forward to working with you in the course!