



EMBA-2224-511-Empowering Responsible Entrepreneurship		
Name of lecturer(s) & Email Alexander HAHN alex@return-on-digital-innovation.com	Level, Status, Timing Level 2 Compulsory Between 09-11-23 and 11-11-23	ECTS, CH & HW/GW**, Online 3 20 & 66 4
Description of the course unit Entrepreneurship is a driving force for the digital and sustainable transformation of economies and societies. However, entrepreneurship deals with special challenges such as speed of change, complexity of changing markets and resource scarcity. Therefore, entrepreneurs use specific methods of lean innovation and startup for rapidly testing, iterating and scaling their businesses and to acquire financing, customers and talent. In this course, students will learn and apply the tools, processes and mentality of such user-centric lean startup and design thinking methods.		
Course unit Chapters <ul style="list-style-type: none"> • Introduction to Contemporary Entrepreneurship: Design Thinking and Lean Startup • Principles of Consumer Psychology and Human-Computer-Interaction for Innovation • Prototyping a Startup Idea via a Conversational Interface (Chatbot) • Testing with Users • Advanced Rapid Digital Prototyping Methods and Tools for Iterating Product, Market and Business Model • Guest Speaker • Stakeholder-oriented storytelling to Investors, Co-Founders, Corporate, Employees,... for acquiring funding and talent 		
Learning outcomes of the course unit <ol style="list-style-type: none"> 1. Understand and critically reflect on human-centric entrepreneurship 2. Prepare and discuss customer-centric startup prototypes for various contexts (B2B, B2C, digital-physical service interactions,...) 3. Develop and formulate testing and evaluation strategies for a startup idea 4. Understand and interpret customer- reactions to startup prototypes 5. Apply storytelling to present a startup idea for acquiring resources 		
Teaching Methods Lecture, Interactive Lecture, Case Based Learning, Problem-based learning, Project-based learning, Role plays and simulation	Learning Activities Pre-course videos, interactive group works, user testing sessions, readings, guest lectures, final assignment	
Contribution to Programme Learning Objectives (PLOs) <ul style="list-style-type: none"> • Learning Objective 1.1: Reinforcement • Learning Objective 1.2: Reinforcement • Learning Objective 2.1: Introduction • Learning Objective 2.2: Reinforcement • Learning Objective 3.1: Mastery • Learning Objective 3.2: Mastery 	Assessment methodology / Students Use of Time and Load Group Assignment 1 <ul style="list-style-type: none"> • weight 25% • workload estimated = 6 hours • due 11-11-23 Group assignment 2 <ul style="list-style-type: none"> • weight 25% • workload estimated = 4 hours • due 12-11-23 Individual Assignment <ul style="list-style-type: none"> • weight 50% • workload estimated = 24 hours • due 10-12-23 	
Evaluation scale 0-20		
Contribution to the Sustainable Development Initiative Entrepreneurship is one of the key factors for driving societal and economic change. This course will give students the tools and methods for implementing such change. In the cases and final assignment the students will be directed to the SDG goals to understand how new ventures can advance the progress of humankind in a sustainable manner.		
Asynchronous Learning Material (Coursera) Please watch the Videos of Alexander Hahn on vimeo (links provided in Canvas)		
Readings Required Please have a look at Canvas for the mandatory readings		

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking your Front Office Portal hosted on Canvas.

*CH - Contact Hours, HW - Homework, GW - Group Work

** Learning Objectives are available in the [Lifelong Learner's Handbook](#)