

Syllabus
GMT3041E Digital Entrepreneurship – Fast Track
Prof. Dr.-Ing. Annabel Linsel, MBA
Winter Semester 2023/2024

Level	Bachelor	
Credits	5 ECTS	
Student Contact Hours	4 hours per week	
Workload	40 hours classroom event, 40 hours self-study	
Prerequisites	None	
Time	See LSF	
Room	See LSF	
Start Date	See LSF	
Lecturer(s)	Name	Prof. Dr.-Ing. Annabel Linsel, MBA
	Office	W2.4.13
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Summary

Digital mature companies use digital technologies to develop new services and products and create a competitive advantage through an innovative offering. Digitization of offers has been a major trend in recent years, forcing companies to rethink their existing offering and create the space for innovative new products and services that add value to customers through the intelligent use of digital technologies. Through mobile technologies, sensors, the availability of context-sensitive information, completely new offers are made, which can either improve, expand, or re-define the existing offer.

The lecture “Digital Entrepreneurship” analyzes everything that is new and different, based on the business model canvas framework and on case studies, including:

- New ways of finding customers for entrepreneurial ventures.
- New ways of designing and offering products, and services.
- New ways of generating revenue, and reducing cost.
- New opportunities to collaborate with platforms and partners.
- New sources of opportunity, risk, and competitive advantage.

Outline of the Course

- Introduction & Student Case Selection
- Value Propositions
- Customer Relationships
- Channels
- Customer Segments
- Revenue Streams
- Key Activities
- Key Resources
- Key Partners
- Cost Structure
- Optional: Business Model Patterns
- Optional: Legal, Security, Growth
- Optional: An Alternative to Business Model Canvas
- Selected Questions, Q&A, Lecture Recap
- Exam

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes	Course Intended Learning Outcomes	Assessment Method
After completion of the program the students will be able...	After completion of the course the students will be able...	Written Exam
		100%
		Individual
1 Expert Knowledge		
1.1 ...to demonstrate their distinguished and sound competencies in General Business Administration.	...to recap basics in main areas of a business, e.g. customers, offer, infrastructure, and financial viability.	X
1.5 ...to demonstrate profound expert knowledge in their field of specialization.	...to apply the business model canvas framework to digital business ideas, thereby discussing the nine building blocks with their specialties in a digital world <ul style="list-style-type: none"> - Value propositions - Customer relationships - Channels - Customer segments - Revenue streams - Key activities - Key resources - Key partners - Cost structure 	X
2 Digital Skills		
2.1 ...to know and understand relevant IT software tools used in business and their features and have a solid understanding of digital technologies.	...to identify and examine the impact of ICT on the emergence and resolution of novel offerings.	X
2.3 ...to effectively use digital technologies to interact, to collaborate and to communicate.	...to conduct course work in widely used communication tools.	X
3 Critical Thinking and Analytical Competence		
3.1 ...to implement adequate methods in a competent manner and to apply them to complex problems.	...to apply the business model canvas framework to digital business ideas.	X
3.2 ...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	...to identify patterns in business models and thus make suggestions for improvements.	X
4 Ethical Awareness		
5 Communication and Collaboration Skills		
5.1 ...to express complex issues effectively in writing.	...to identify and accurately describe decisions arising when discussing new business models.	X
5.2 ...to demonstrate their oral communication skills in presentations.	...to structure facts in a meaningful way, explain them in a comprehensible manner and present them in a professional manner.	X
5.3 ...to work successfully in a team by performing practical tasks.	...to cooperate on a self-selected student case during the lecture.	X
6 Internationalization		
6.2 ...to articulate themselves in a professional manner in international business.	...to present findings on a self-selected student case in English.	X

Teaching and Learning Approach

The course is designed as a two two-hour unit (per week), which includes lectures by the instructor on theoretical content and a case study. The presentations used serve as a basis for the development of the essential content aspects. They will be published before each lecture and should be actively used for preparation, follow-up and notes within the course. The recommended reading serves for the deepening of the contents treated in the lecture.

The theoretical contents are deepened by the students in self-selected example applications and discussed together once per week.

Literature and Course Materials

Course Materials (provided in moodle):

- Presentation slides of the lecture

Recommended Reading:

- **Allen (2019):** Digital Entrepreneurship.
- **Osterwalder / Pigneur (2010):** Business Model Generation.
- **Pioch (2019):** Digital Entrepreneurship - Ein Praxisleitfaden für die Entwicklung eines digitalen Produkts von der Idee bis zur Markteinführung (essentials).
- **Renk (2018):** Strategic Management in a Nutshell – Things Business Leaders Must Know.
- **Turban / King / Viehland / Lee (2006):** Electronic Commerce 2006.

Assessment

The credit consists of a 60-minute written exam at the end of the regular lecture period.