

Note:

The following curriculum is a consolidated version. It is legally non-binding and for informational purposes only.

The legally binding versions are found in the University of Innsbruck Bulletins (in German).

Original version published in the University of Innsbruck Bulletin of 3 May 2021, Issue 60, No. 699

Correction published in the University of Innsbruck Bulletin of 15 September 2021, Issue 104, No. 1051

Complete version as of 1 October 2023
Curriculum for the
Extension Programme Entrepreneurship
at the Faculty of Business and Management at the University of Innsbruck

Table of contents

- § 1 Allocation of the study programme
- § 2 Qualification profile
- § 3 Scope and duration
- § 4 Admission
- § 5 Types of courses and maximum number of students per course
- § 6 Procedure for the allocation of places in courses with a limited number of participants
- § 7 Compulsory and elective modules
- § 8 Examination regulations
- § 9 Conclusion
- § 10 Coming into force

§ 1 Allocation of the study programme

Acc. to §54 Universities Act 2002, the Extension Programme Entrepreneurship is allocated to the group of social and economic study programmes.

§ 2 Qualification profile

- (1) The Extension Programme Entrepreneurship at the University of Innsbruck is aimed at students and graduates of the study programmes listed in §4 par. 1 who would like to add to their qualification profile by means of a scientifically founded and practice-oriented additional training in the field of entrepreneurship.
- (2) Graduates of the Extension Programme Entrepreneurship have an understanding of central concepts of entrepreneurship and master methods and tools for the systematic implementation of a business idea. The additional entrepreneurship qualification is not only relevant for founding your own start-up, but also for the digital transformation of established companies or the development and introduction of innovative new product developments in companies.

§ 3 Scope and duration

The Extension Programme Entrepreneurship covers 45 ECTS-Credits. One ECTS-Credit corresponds to a workload of 25 hours.

§ 4 Admission

- (1) The admission to the Extension Programme Entrepreneurship requires the admission to or already completed diploma or master's programme:
 - Diploma Programme in Catholic Theology
 - Master's Programme in Ancient Worlds
 - Master's Programme in English and American Studies
 - Master's Programme in Archaeology
 - Master's Programme in Architecture
 - Master's Programme in Civil Engineering
 - Master's Programme in Chemistry
 - Master's Programme in Chemical Engineering
 - Master's Programme in Educational Sciences
 - Master's Programme in European Ethnology
 - Master's Programme in Gender, Culture and Social Change
 - Master's Programme in Geography: Global Change – Regional Sustainability
 - Master's Programme in German Philology
 - Master's Programme in History
 - Master's Programme in Catholic Religious Education
 - Master's Programme in Latin (Classic Philology – Latin)
 - Master's Programme in Material Sciences and Nano Sciences
 - Master's Programme in Mechatronics
 - Master's Programme in Media Studies
 - Master's Programme in Music Studies
 - Master's Programme in Pharmacy
 - Master's Programme in Philosophy
 - Master's Programme in Physics
 - Master's Programme in Psychology
 - Master's Programme in Slavonic Studies
 - Master's Programme in Sociology: Social and Political Theory
 - Master's Programme in Sport Science

- Master's Programme in Linguistics
- Master's Programme in Translation Studies
- Master's Programme in Environmental Engineering
- Master's Programme in Comparative Literature
- Secondary School Teacher Training Programme (General Education) – Master: Section 11: Subject Geography and Economics

- (2) For the admission to the Extension Programme Entrepreneurship a minimum of 120 ECTS-Credits must have been passed in the diploma programme to be extended.
- (3) If the admission to the regular study programme, the extension of which it serves, expires, the admission to the extension study programme shall also expire at the same time.

§ 5 Types of courses and maximum number of students per course:

- (1) Courses without continuous performance assessment:
Lectures (VO) are courses held in lecture format. They introduce the research areas, methods and schools of thought for a given subject. No maximum number of participants.
- (2) Courses with continuous performance assessment:
 1. **Proseminars or introductory seminars (PS)** introduce students interactively to a subject area and impart knowledge and methods of scientific working. Maximum number of students per course: 30.
 2. **Seminars (SE)** provide in-depth treatment of scientific topics through students' presentations and discussion thereof. Maximum number of students per course: 30.
 3. **Practical courses (UE)** focus on the practical treatment of specific tasks in a specialist area and on practicing specific skills. Maximum number of students per course: 30.
 4. **Project studies (PJ)** promote scientific collaboration of two or more fields through the treatment of multidisciplinary topics and the use of various methods and techniques. Maximum number of students per course: 30.
 5. **Excursions (EX)**, conducted outside the premises of the university, serve to demonstrate and deepen course contents. Maximum number of students per course: 25
 6. **Lectures with practical elements (VU)** focus on the practical treatment of concrete scientific tasks that are discussed during the lecture parts of the course. Maximum number of students per course: 160

§ 6 Procedure for the allocation of places for courses with a limited number of participants

- (1) For the courses of compulsory module 3 and elective modules 1 to 8, which have been taken from the Bachelor's Programme Management and Economics, the regulations of that curriculum apply.
- (2) For all other courses with a limited number of students per course, the places are allocated as follows:
 1. Students for whom the study duration would be extended due to the postponement are to be given priority.
2. If the criteria in no. 1 do not suffice, the available places are drawn by random

§ 7 Compulsory and elective modules

(1) The following compulsory modules covering altogether 37.5 ECTS-Credits are to be passed:

1.	Compulsory Module: Entrepreneurial Skills	h	ECTS-Credits
a.	EX Entrepreneurship Practice Participation in start-up events, visits of innovative businesses	--	3
b.	SE Reflections: Entrepreneurship-Spirit Discussion and reflection of experiences in relation to entrepreneurship; development of entrepreneurial skills	1	2
	Total	1	5
Learning Outcomes: Observing, getting to know and analysing start-ups, their goals, motivations, tasks and challenges; building up entrepreneurial competences			
Prerequisites: none			

2.	Compulsory Module: Entrepreneurship 1	h	ECTS-Credits
a.	VO Fundamentals of Entrepreneurship Fundamental knowledge on start-ups, business models, project management and customer centricity incl. lean start-up and customer development	1	2
b.	PS From the Idea to the Business Model Identification of areas of opportunity, problem analysis and development of a business plan for a (fictitious) business idea	2	3
	Total	3	5
Learning Outcomes: Acquisition of a basic understanding of entrepreneurial thinking and action, problem- and customer-oriented action, ability to apply certain methods and procedures along the start-up process.			
Prerequisites: none			

3.	Compulsory Module: Fundamentals of Management: Strategy and Marketing	h	ECTS-Credits
a.	VO Strategy and Marketing Strategy as guiding framework, contents of a basic strategy and its effects on the internal and external environment of the organisation, process of positioning, marketing as orientation, as strategy process and as instruments.	2	3
b.	PS Strategy and Marketing Advanced study of selected contents dealt with in the VO Strategy and Marketing	1	2
	Total	3	5
Learning Outcomes: Acquisition of overview knowledge in the field of business administration, ability to analyse, discuss and solve simple problems in business management			
Prerequisites: none			

4.	Compulsory Module: Product and Service Development	h	ECTS-Credits
a.	VO Fundamentals of Product and Service Development Fundamentals of product and service development, discussion of modern innovation methods, consideration of product and service ideas as an experience for customers.	1	2
b.	PS Design of a Product and Service Prototype Presentations on commercialisation practices from the studies to be expanded. management of intellectual property rights, design of a product or service prototype, including service prototype incl. the conception of process support.	2	3
	Total	3	5
	Learning Outcomes: Acquisition of competences for agile product development or integration of potential end users in the development process: skills for designing experiences for customers		
	Prerequisites: none		

5.	Compulsory Module: Entrepreneurship 2	h	ECTS-Credits
a.	VO Advanced Study of Entrepreneurship Knowledge in the field of market entry, scaling and validation of a business model and transformation into a company	2	4
b.	PS Setting up, Planning and Financing a Start-up Case studies and calculations on the topic of financing rounds, investor meetings and budgeting.	2	3.5
	Total	4	7.5
	Learning Outcomes: Acquisition of special knowledge in the field of market entry, investment, goodwill, planning calculations and key figures, organisational structure and team composition		
	Prerequisites: positive evaluation of compulsory module 1		

6.	Compulsory Module: Business or Innovation Project	h	ECTS-Credits
	PJ Project Entrepreneurship Work on an innovation project or work on your own business idea; project work incl. reflective supervision	3	10
	Total	3	10
	Learning Outcomes: Acquisition of competences in the field of coordination, management and implementation of innovation projects or business ideas		
	Prerequisites: positive evaluation of compulsory module 1		

(2) One elective module covering altogether 7.5 ECTS-Credits is to be passed:

1.	Elective Module: Accounting 1: Financial Accounting	h	ECTS-Credits
a.	VU Fundamentals of Book-Keeping Basics of Book-Keeping	1	1.5
b.	VO Financial Reporting and Financial Statement Analysis Fundamentals of financial accounting with a focus on annual financial statements acc. to national law: principles of proper accounting; recognition and valuation standards; information requirements; basic principles of balance sheet analysis	2	4
c.	PS Financial Reporting and Financial Statement Analysis Analysis, discussion and solving of problems in accounting and balance sheet analysis	1	2
	Total	4	7.5
Learning Outcomes: Acquisition of overview knowledge in the field of business administration, ability to analyse, discuss and solve simple problems in business management			
Prerequisites: none			

2.	Elective Module: Accounting 2: Internal Accounting	h	ECTS-Credits
a.	VO Internal Accounting System of cost accounting, marginal costing, internal accounting and management	2	4
b.	PS Cost Accounting Full cost, partial cost and marginal cost accounting	2	3.5
	Total	4	7.5
Learning Outcomes: Acquisition of overview knowledge in the field of business administration, ability to analyse, discuss and solve simple problems in business management			
Prerequisites: none			

3.	Elective Module: Information Systems and Digital Transformation	h	ECTS-Credits
a.	VO Introduction to Information Systems Use of information and communication technologies in organisations, information structure and security, mapping of operational issues in models and systems, analysis, design, documentation and implementation of information and communication systems, digital business models, technological foundations and the effects of digitisation on society	2	3.5
b.	PS Information Systems Practical application of theories, concepts and models	2	4
	Total	4	7.5
Learning Outcomes: Acquisition of overview knowledge in the field of business computer science, knowledge of suitable technologies, ability to implement databases and to model business processes			
Prerequisites: none			

4.	Elective Module: Gender, Diversity and Management	h	ECTS-Credits
a.	VO Gender, Diversity and Management Theoretical concepts for understanding the role of gender in management, possibilities and limits of company equality and diversity policy	2	4
b.	PS Gender, Diversity and Management Advanced study of selected issues in the context of gender, diversity and management	2	3.5
	Total	4	7.5
	Learning Outcomes: Acquisition of specialist knowledge and skills in the field of gender, diversity and management		
	Prerequisites: none		

5.	Elective Module: Integrated Management with Enterprise Resource Planning Systems	h	ECTS-Credits
a.	VO Enterprise-Resource-Planning-Systems Fundamentals of business management of enterprise-resource-planning systems	2	4
b.	PS Application of Enterprise-Resource-Planning-Systems Interactive demonstration of how enterprise resource planning systems work using online ERP systems	2	3.5
	Total	4	7.5
	Learning Outcomes: Acquisition of specialist knowledge and skills in ERPs		
	Prerequisites: none		

6.	Elective Module: Corporate Sustainability	h	ECTS-Credits
a.	VU Corporate Sustainability Strategic, organisational, systemic and ethical aspects of Corporate Sustainability (CS); economic, social and environmental dimensions of CS; CS view of a stakeholder perspective; sustainable design of different corporate functions	2	3.5
b.	PS Corporate Sustainability Advanced study of selected topics dealt with in the VO	2	4
	Total	4	7.5
	Learning Outcomes: Acquisition of specialist knowledge and skills in the field of corporate sustainability		
	Prerequisites: none		

7.	Elective Module: Corporate Decision-Making and Societal Responsibility	h	ECTS-Credits
a.	VU Corporate Decision-Making and Societal Responsibility Overview of typical structures and problems of business decisions in an economic and social context: decisions under uncertainty and risk, decisions in the multi-person context, decision heuristics, prospect theory, behavioural anomalies and their impact on society and possible ways to improve	3	5
b.	PS Corporate Decision-Making and Societal Responsibility Advanced study of issues dealt with in the VU	1	2.5
	Total	4	7.5
	Learning Outcomes: Acquisition of specialist knowledge or competences in operational decisions and associated social responsibility		
	Prerequisites: none		

8.	Elective Module: Current Developments in Economy and Society	h	ECTS-Credits
a.	VU Current Developments in Economy and Society Theoretical and empirical analysis of current economic topics	2	3
b.	PS Current Developments in Economy and Society Advanced study of selected topics dealt with in the VU	2	4.5
	Total	4	7.5
	Learning Outcomes: Students recognise the relevance of theoretical concepts. They are able to research the state of scientific discussion and empirical basis. They can systematically organise the material, critically comment on it and present it accordingly		
	Prerequisites: none		

§ 8 Examination regulations

- (1) Modules are evaluated by module examinations. Module examinations are examinations that serve to proof the knowledge and skills acquired in a module. The respective module is completed by positive evaluation of all parts of a module examination.
- (2) For the modules acc. to § 7 par. 1 no. 3 and par. 2, which are taken from the Bachelor's Programme in Management and Economics, the examination regulations of that curriculum apply.
- (3) The performance evaluation of the courses of all other modules is conducted by course examinations. Course examinations are
 1. examinations that serve to proof the knowledge and skills imparted in a single course, for which the evaluation is based on a single examination at the end of the course.
 2. examinations for courses with continuous performance assessment, for which the evaluation is based on regular written and/or oral contributions of the participants.
- (4) The course instructors have to inform the students in a suitable fashion about the objectives, contents and methods used in their course as well as the contents, the methods and evaluation criteria used for the course examinations before the start of the semester.

§ 9 Conclusion

The Extension Programme Entrepreneurship requires the completion of a regular study programme, which it extends. To document the completion of the extension programme a certificate is issued.

§ 10 Coming into force

The curriculum comes into force as of 1 October 2021.