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# BACHELOR (B.A.) ENTREPRENEURSHIP

If you're someone with an innovative spirit and the motivation to push forward your own ideas, our Bachelor's degree in Entrepreneurship is right for you. Whether you want to realise your visions in your own start-up or be the change maker in a large corporation, this programme gives you the business management basics, methods and applications, and necessary entrepreneurial mind set to disrupt and innovate with instinct. In the first semester, you'll start right away on entrepreneurial projects with practical relevance that will run throughout your studies. You will be prepared to develop business ideas independently and to implement them successfully with enthusiasm, confidence, and sustainable thinking.



#### Degree

Bachelor of Arts (B.A.)



#### Duration

Online: 36, 48, or 72 months  
On Campus: 36 months



#### Study start

Start online studies: Anytime  
Start (on campus): January 2023\*  
(then 4 times a year; Oct, Jan, Apr or Jul)



#### Credits

180 ECTS



#### Study model and accreditation\*

- Online studies or On Campus
- German accredited institution, recognised by ZFU (German Central Office for Distance Learning)

**iu** INTERNATIONAL  
UNIVERSITY OF  
APPLIED SCIENCES

\*Subject to approval by the Thuringian Ministry of Economy, Science and Digital Society. We expect the Ministry's approval no later than the start of the studies. So far, the approval has always been on time.

## Study Content (180 ECTS)

PRESENCE TIMEFRAME	MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
		1		
Oct/Nov/Dec	Business 101		5 ECTS	E/WAWA
Oct/Nov/Dec	Introduction to Academic Work		5 ECTS	BWB
Oct/Nov/Dec	International Contract Management		5 ECTS	E
Jan/Feb/Mar	International Marketing		5 ECTS	E
Jan/Feb/Mar	Introduction to User Research		5 ECTS	E
Jan/Feb/Mar	Start-Up Financing		5 ECTS	E
		2		
Apr/May	Agile Project Management		5 ECTS	WAPR
Apr/May	Applied Sales I		5 ECTS	E
Apr/May	Management Accounting		5 ECTS	E/WAWA
Jul/Aug	Collaborative Work		5 ECTS	OA
Jul/Aug	Applied Sales II		5 ECTS	E/AWB
Jul/Aug	Corporate Planning and Control		5 ECTS	E
		3		
Oct/Nov/Dec	Project: Development of Business Ideas		5 ECTS	OPR
Oct/Nov/Dec	Accounting and Balancing		5 ECTS	E
Oct/Nov/Dec	Intercultural and Ethical Decision-Making		5 ECTS	WACS
Jan/Feb/Mar	Project: Entrepreneurship		5 ECTS	WAPR
Jan/Feb/Mar	Market Research		5 ECTS	E
Jan/Feb/Mar	Fundamentals of Product Management		5 ECTS	E
		4		
Apr/May	Managerial Economics		5 ECTS	E
Apr/May	Pricing		5 ECTS	E
Apr/May	Personnel Psychology		5 ECTS	E
Jul/Aug	Agile Management		5 ECTS	E
Jul/Aug	Project: Business Model Development		5 ECTS	OPR
Jul/Aug	Online Marketing		5 ECTS	WAWA
		5		
Oct/Nov/Dec	Project: Prototyping and validation of a business idea		5 ECTS	WAPR
Oct/Nov/Dec	Organizational Behavior		5 ECTS	WACS
Online	Elective A		10 ECTS	
Jan/Feb/Mar	Seminar in Current Topics in Digitalization		5 ECTS	WARE
Online	Elective B		10 ECTS	
		6		
Apr/May	Project: Minimum Viable Product		5 ECTS	P
Online	Elective C		10 ECTS	
Online	Bachelor Thesis & Colloquium		10 ECTS	WABT & PC

## CHOOSE YOUR ELECTIVES

### Choose one elective from

#### “Electives A” list\*:

- Digital Entrepreneurship
- Intrapreneurship
- Sustainable Entrepreneurship

### Choose two electives from

#### “Electives B+C” list\*:

- Business Ethics and Sustainability
- Innovative Technologies and Sustainability
- Internet of Things and Big Data
- Internship\*\*
- Organizational Development & Change Management
- Studium Generale
- User Testing and Prototyping
- Working Environment 4.0

## ELECTIVES

### DIGITAL ENTREPRENEURSHIP

In this module, you'll gain an overview of different types, objectives, and evaluations in the user-centred design process. In addition to theoretical content on user testing, you will also acquire practical skills in statistical computing and learn more on the possibilities and objectives of UX prototyping. You'll be introduced to different prototyping techniques and common tools and learn about special features of prototyping of service design processes.

### SUSTAINABLE ENTREPRENEURSHIP

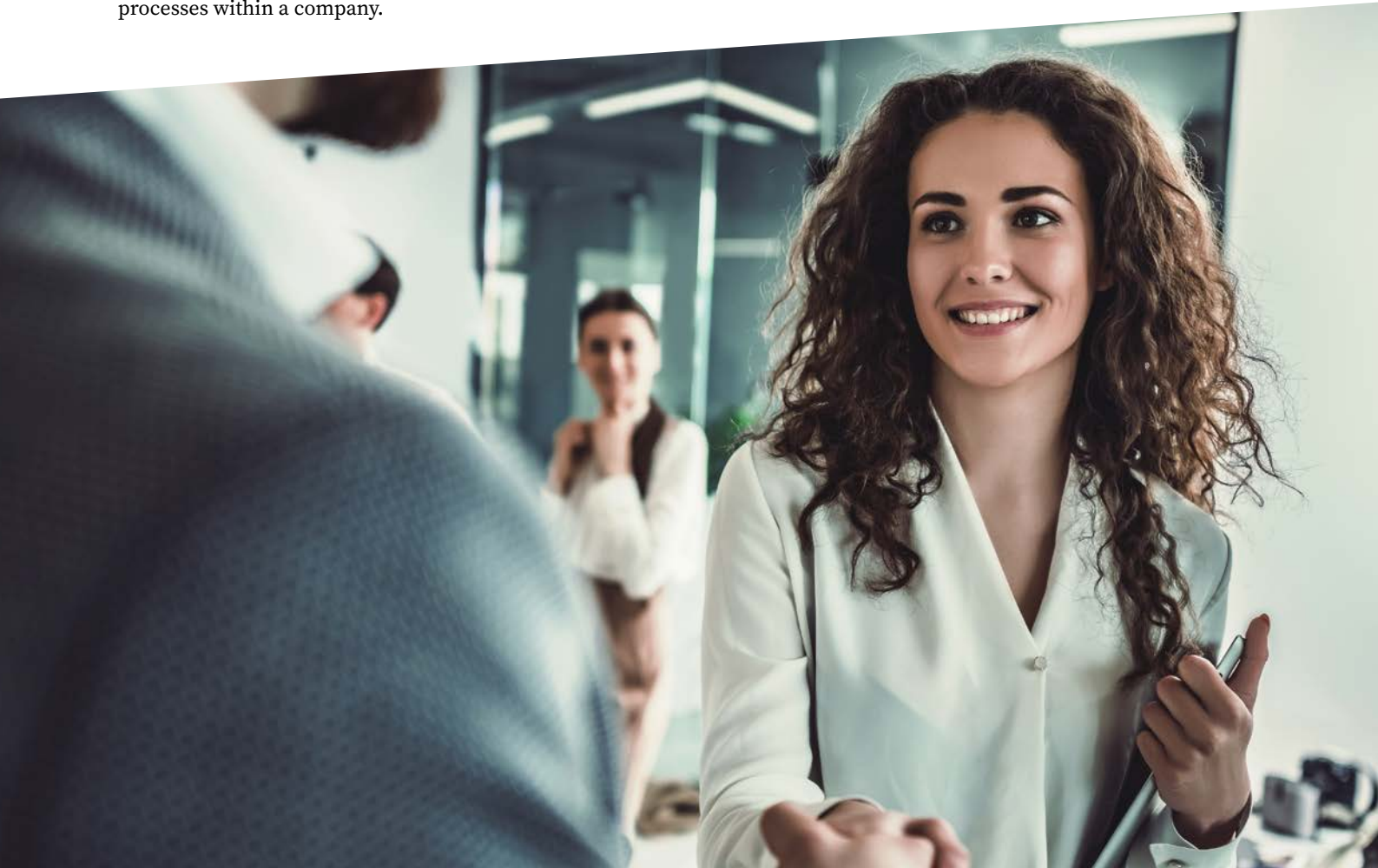
This module shows you how ethical principles can be applied to economic activity and how the actions of individuals and companies relate to social and ethical responsibility. In this module, you'll explore social justice and sustainability—two of the most important aspects of business ethics. You'll dive into operational concepts of sustainability and quality management from the perspective of personal, corporate, and social responsibility.

### INTRAPRENEURSHIP

In this module, you'll acquire key knowledge in organisational development and the necessary know-how to enable success. You'll learn to analyse organisational development processes, to estimate their effects, and to apply appropriate measures. In addition, you'll understand the importance of change communication and how build strong strategies, appropriate to the target group. This module gives you an overview of different roles and tasks involved in change processes within a company.

## CAREER OUTLOOK

Our Bachelor of Arts in Entrepreneurship provides you with theoretical basics and a high level of applied knowledge for business and start-ups. Thanks to the pronounced practical relevance, you will be able to develop innovative business ideas after graduation, whether in new or existing companies. You might decide to build your own start-up or you could start as a Product Owner or Product Managers in a company, actively driving market launches and implementation of new products or business models. Another exciting career option: Become an Innovation Manager for internal innovation projects or cooperation projects with start-ups and help shape digital and cultural change within companies.



# ADMISSION

We try to keep admission as simple as possible at IU. To successfully enrol, there are just a few requirements we need you to prove.

## ADMISSION REQUIREMENTS

- Higher Secondary School Leaving Certificate such as A-Levels or IB Diploma and your transcript of records.
- A subject-related higher education entrance qualification.

Depending on your qualifications, you might have to meet additional requirements, such as successfully passing a university entrance examination or one of the following programmes to make sure you are ready to study with us:

- Bachelor Entrance Examination (included in Scholarship Program)
- Pathway Programme (for on-campus studies)

Please get in touch with our Study Advisory Team to find out the exact requirements applicable for your application.

## SCHOLARSHIP PROGRAMME

Start in our Scholarship Programme as a participant with immediate access to 50% of your courses. You can do this by taking our Entrance Examination which will be included in your course as part of the Scholarship Programme. Once admission and the courses are completed, you can finish your degree.

**Questions?** Speak to your study advisor, they will guide you through every step of the process.

## PROOF OF ENGLISH LANGUAGE SKILLS

We therefore ask for proof of your English language skills\*. If English is your native language or you graduated from an English-speaking school/university, you don't need to prove your English skills.

Accepted certifications:

- English Courses (complimentary when signing up with IU)\*\*
- TOEFL (min. 80 points) or
- IELTS (min. Level 6.0 out of 9 points) or
- Duolingo English test (min. 95 points) or
- Cambridge Certificate (min. B grade overall) or
- Equivalent proof

\*Proof must be provided before the start of the study and must not be older than five years.

\*\*Please note that English Courses aren't accepted as a language certificate for on campus study programmes.

# 8 STEPS TO COMPLETE YOUR STUDIES

1

Register and apply online

2

Choose your course

3

Download your study scripts

4

Work independently with study scripts

5

Take part in Q&A sessions

6

Prepare for exams and take them either:

- directly online, or
- at an IU examination centre (remember to register in time).

7

Bachelor thesis and colloquium

8

Complete your studies with certificate