



UNIVERSITY  
OF COLOGNE

# IT ENTREPRENEURSHIP

Syllabus – Last Update: 16.04.2024



# Teaching Team

Stefan Seidel



Email: [stefan.seidel@wiso.uni-koeln.de](mailto:stefan.seidel@wiso.uni-koeln.de)

Visiting hours: by appointment via email request

Christian Hovestadt



Email: [hovestadt@wiso.uni-koeln.de](mailto:hovestadt@wiso.uni-koeln.de)

Visiting hours: by appointment via email request

# What is this course about?

Entrepreneurship

IT - - - - - IT

The **process of recognizing an opportunity to start a business** that other people may not have noticed and acting on it by **creating a new venture**

IT



# Main Contents of the Course

- Fundamentals of entrepreneurship
- Forms of entrepreneurship
- Process models of entrepreneurship
- IT-centered start-up industries
- Digital technologies as enablers and triggers of entrepreneurship
- Practices for developing and presenting start-up ideas

# Learning Goals

Students...

- ... know and understand the relevant methods and theories regarding the “Main Contents of the Course” (previous slide)
- ... analyze current questions and challenges in IT-centric entrepreneurship
- ... act responsibly considering ecological, social and ethical criteria.
- ... critically evaluate current social developments and develop alternative solutions.
- ... develop work processes for real problems and challenges.

# How this Unit Fits...

- Modul Name: *SM Information Systems II* (1277MSISY2)
- Course Name: IT Entrepreneurship
- 6 ECTS Credit Points

# ... in the M.Sc. Information Systems

	1 <sup>st</sup> Term (Winter)	2 <sup>nd</sup> Term (Summer)	3 <sup>rd</sup> Term (Winter)
<b>Information Systems</b> Profile: Digital Sustainable Society	<b>IS and Environmental Sustainability</b> [BM Information Systems I]		<b>Sustainable Digital Innovation Lab</b> [SM Information Systems I] <b>Applied Mathematical Optimization</b> [SM Information Systems III]
<b>Information Systems</b> Profile: Business Intelligence & Data Science	<b>Analytics and Applications</b> [BM Information Systems II]	<b>Advanced Analytics and Applications</b> [SM Information Systems I] <b>AI and Information Management</b> [SM Information Systems III]	<b>Business Intelligence and Data Mangmt.</b> [SM Information Systems II] <b>Decision Making under Uncertainty</b> [SM Information Systems III]
<b>Information Systems</b> Profile: Digital Innovation & Entrepreneurship	<b>Digital Transformation and Innovation</b> [BM Digital Transformation]	<b>Emerging Electronic Business</b> [SM Information Systems II] <b>IT Entrepreneurship</b> [SM Information Systems II]	<b>Case Project Digital Transformation</b> [SM Information Systems I]
<b>Information Systems Seminars</b>		<b>Adv. Seminar IS and Digital Technology</b> [SM Seminar Information Systems I/II] <b>Adv. Seminar COINs</b> [SM Seminar Information Systems I/II] <b>Adv. Seminar Information Management</b> [SM Seminar Information Systems I/II] <b>Adv. Seminar Machine Learning</b> [SM Seminar Information Systems I/II]	<b>Adv. Seminar IS and Digital Technology</b> [SM Seminar Information Systems I/II] <b>Adv. Seminar COINs</b> [SM Seminar Information Systems I/II] <b>Adv. Seminar Information Management</b> [SM Seminar Information Systems I/II] <b>Adv. Seminar IS for Sustainable Society</b> [SM Seminar Information Systems I/II]
<b>Computer Science</b>	SM Computer Science I	SM Computer Science II	
<b>Supplementary Section</b>	1 Module from the Supplementary Section	up to 3 Modules from the Supplementary Section	up to 3 Modules from the Supplementary Section

*If you are in another study program, please refer to your module catalogue.*

# Course Format

## **Interactive Lecture Sessions (Weeks 1-4):**

- We aim to keep lecture sessions interactive by involving you in discussions
- We discuss case examples
- There will be a guest lecture in week 4

## **Short Exam / Case Study Workshop (Week 5)**

- A 30-minute exam on the contents of weeks 1-4
- Followed by a workshop on how to approach a case study

## **Flipped Classroom Case Study Sessions (Weeks 6-12):**

- Every week, we will discuss one case study related to IT Entrepreneurship
- 1 team submits a report in advance and presents a summary of the case in the beginning
- Then, we solve the case study together



# Session Times & Location

## Weekly Sessions

- Each Thursday throughout the semester
- 8:00–11:30am
- Room S310, building 411 (Pohlighaus – Pohligstraße 1)

# Schedule of Course Sessions \*

\* subject to change

Block	Date	Time	Topic	Instructor
Fundamentals of Entrepreneurship	Apr 11, 2024	08:00–11:30	What is Entrepreneurship?	Stefan Seidel
	Apr 18, 2024	08:00–11:30	Business Plan	Stefan Seidel
	Apr 25, 2024	08:00–11:30	Identifying Opportunities and Exploring Markets	Stefan Seidel
	May 2, 2024	08:00–11:30	Guest Lecture/Topic TBA	Guest / Stefan Seidel
Exam / Work on Case Study	May 9, 2024	–	<i>NO CLASS (Ascension of Christ)</i>	
	May 16, 2024	08:15–08:45	Exam on the fundamentals of entrepreneurship	Christian Hovestadt
		09:00–11:30	How to approach a case study?	
	May 23, 2024	–	<i>NO CLASS (Pentecost Week)</i>	
May 30, 2024	–	<i>NO CLASS (Corpus Christi)</i>		
Flipped-Classroom Case Studies	June 6, 2024	08:00–11:30	TBA	Stefan Seidel
	June 13, 2024	08:00–11:30		Stefan Seidel
	June 20, 2024	08:00–11:30		Christian Hovestadt
	June 27, 2024	08:00–11:30		Stefan Seidel
	July 4, 2024	08:00–11:30		Christian Hovestadt
	July 11, 2024	08:00–11:30		Stefan Seidel
	July 18, 2024	08:00–11:30		Stefan Seidel

# Assessment

## **Portfolio exam** consisting of the following components:

- Short Exam (30 points)
    - May 16, 2024, 08:15–08:45
  - Assigned Case Study (40 points)
    - Written report (30 points)
    - Presentation (10 points)
    - Due Date for both: 05 June 2024, 23:55 (via ILIAS)
  - Final Exam (30 points)
    - July 29, 2024, 09:15–09:45
- You will be assessed against your total achieved score (max 100 points)
- You pass the module when achieving at least 50 points in your total score

# Exam Registration

- You must register for the portfolio exam in KLIPS. The exam registration in KLIPS is different from the course registration! Exam Registration in KLIPS is mandatory to complete the course.
  - Deadline: 28th April 2024 (11:59pm)
- Registration is for the whole portfolio at once, not for individual components. All three components must be completed in this semester, you cannot carry over your results from one component into next year.

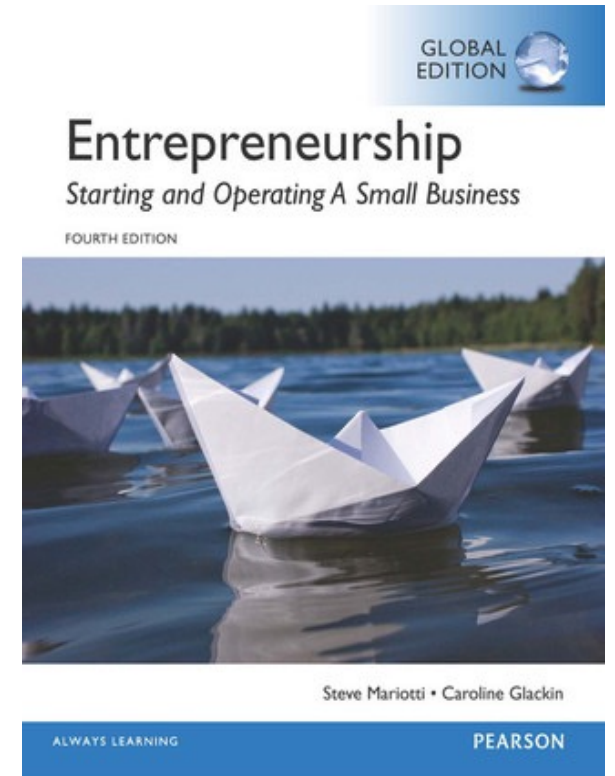
# Case Study Topic Selection

- Try to find a team of motivated students you want to work with
  - Teams are limited to 3 students
  - Give each of the available case studies a priority from 1 to 7
  - Pick a unique team name
  - **Each of the team members needs** to go to ILIAS and complete the **Case Study Selection Survey**
  - It is not an issue if you are less than 3 students, we will merge smaller teams after the survey deadline
  - If you do not specify a team name, we will assign you to a random team
- 
- Survey Starts: 25 April 2024 (noon)
  - Deadline: 13 May 2024 (11:55pm)

# Course Reading

## Entrepreneurship: Starting and Operating A Small Business

- 4th edition
- by Steve Mariotti and Caroline Glackin
- Published: 2015, Pearson
- ISBN: 9781292097411
- [Available as e-book at the university's library](#)  
(VPN or University WiFi required)



# ILIAS

- All course materials are shared through ILIAS
- ILIAS keeps you updated and informed, e.g.:
  - News about the course.
  - Deadlines for submissions.
  - Offers from industry partners (folder opportunities).→ Activate message forwarding to your email inbox
- If you are not yet a member of the ILIAS course, ...
  - enroll yourself to the course via KLIPS2 (you will be automatically added to the ILIAS course on the next day)
  - If you encounter problems, please contact Christian Hovestadt

# Volume

- The course is awarded with six credit points, equivalent to 180 semester working hours (SWH; 1 SWH = 45 minutes)
  - As a rule of thumb, we expect you to invest around 12 SWHs on a weekly basis in total
  - That includes physical attendance in the sessions (4 SWHs), as well as self-study and work on the assessments (~8 SWHs)



# How to Succeed

## The Unit

- Unit content
- Learning goals
- The syllabus

## The Involved People

- Yourself
- Your Case Study Team
- The Teaching Team

## The Course Offerings

- Self-study materials
- Readings
- Take part in the course sessions

## The Assessments

- Requirements
- Due dates
- Marking scheme
- Tips in lectures & tutorials



## **Prof. Dr. Stefan Seidel**

### **Cologne Institute for Information Systems (CIIS)**

Faculty of Management, Economics and Social Science  
University of Cologne

email [stefan.seidel@wiso.uni-koeln.de](mailto:stefan.seidel@wiso.uni-koeln.de)

web [www.is4.uni-koeln.de](http://www.is4.uni-koeln.de)

## **Christian Hovestadt**

### **Cologne Institute for Information Systems (CIIS)**

Faculty of Management, Economics and Social Science  
University of Cologne

email [hovestadt@wiso.uni-koeln.de](mailto:hovestadt@wiso.uni-koeln.de)

web [www.is4.uni-koeln.de](http://www.is4.uni-koeln.de)