

[www.iu.org](http://www.iu.org)

# 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.)



## Study start

Start online studies: Anytime

Start (on campus): October 2022\*

(then 4 times a year; Oct, Jan, Apr or Jul)



## Study model available

Online, or On Campus



## Duration

Online: 36, 48, or 72 months

On Campus: 36 months



## Credits

180 ECTS



## Ultimate flexibility

Our On Campus model means that...

- You can start your degree online for distance learning while taking care of visa issues and join us later in Germany to experience campus life. You say which semester you want to spend on campus or online.
- You want to go on a trip during your studies? No problem. You can study online at your own pace without missing any classes.



## Fees

Online: From €75 per month

On Campus: From €349 per month

## Study Content

PRESENCE TIMEFRAME	MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
		<b>1</b>		
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
		<b>2</b>		
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
Jul/Aug	Corporate Planning and Control		5 ECTS	E
		<b>3</b>		
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
		<b>4</b>		
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
		<b>5</b>		
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	
		<b>6</b>		
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 module from the “Electives A” list:

- Digital Entrepreneurship
- Intrapreneurship
- Sustainable Entrepreneurship

### Choose two modules from the “Electives B & C” list:

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