

## Course Description for AGEP Network

<b>Name of Module/Course</b>	Business Model Development for International Students			
<b>Short description</b>	This course support students to evaluate research results and business ideas developed before and during the studies in Germany, if there could be a transferred into start-up project. Mainly Participants with their own business ideas are welcome.			
<b>Name of Programme</b>	International SEPT Program			
<b>Name of University</b>	Universität Leipzig			
<b>Name of Lecturer</b>	Christian Hauke, Prof. Dr. Utz Dornberger			
<b>Responsible University lecturer</b>	Prof. Dr. Utz Dornberger			
<b>Credit Points</b>	<b>SWS</b>	<b>Attendance (h)</b>	<b>Self-study (h)</b>	<b>Total workload (h)</b>
2	1	16	16	32
<b>Start &amp; end dates, WS</b>		<b>timeslot:</b>		
9 <sup>th</sup> October & 14 <sup>th</sup> October 2020		09:00 to 13:00 plus individual coaching sessions		
<b>Registration until</b>		<b>Number of possible AGEP participants</b>		
1 October 2020		12		
<b>Content and goals of qualification</b>	<p>The Business Model Development workshop is structured into three sessions:</p> <ol style="list-style-type: none"> <li>1. Understanding Customer</li> <li>2. Value Proposition Design</li> <li>3. Business Model Development</li> </ol> <p>During the Understanding Customer part, participants will review their business ideas against the backdrop of the following questions: Is there a market for my idea? Do I address all customer needs with my business idea? This will usher the participants into the next part known as Value Proposition Design. Here they will be guided in proposing the right value to customers based on their innovative products and/or services. Finally, the participants will be taken through the Business Model Canvas. This will assist them to build business models for their ideas. Using the 10 Types of Innovation Concept, graduates and students will learn about Innovation Tactics to further develop innovative business models.</p>			
<b>Preconditions for participation</b>	Students with a draft of a business idea			
<b>Teaching Methods</b>	Workshop plus individual Coaching			
<b>lesson format (online/face-to-face)</b>	Online			
<b>Assessment method</b>	Extended Powerpoint Presentation of a Business Model			

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<b>Language</b>	English
<b>Inscription external student</b>	Via email to christian.hauke@uni-leipzig.de