

Course Description for AGEP Network

Name of Module/Course	Business Model Development for International Students			
Short description	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. There will be an outlook on a first financing strategy. Mainly Participants with their own business ideas are welcome.			
Name of Programme	International SEPT Program			
Name of University	Universität Leipzig			
Name of Lecturer	Christian Hauke, Prof. Dr. Utz Dornberger			
Responsible University lecturer	Prof. Dr. Utz Dornberger			
Credit Points	SWS	Attendance (h)	Self-study (h)	Total workload (h)
2	1	16	16	32
Start & end dates, WS		timeslot:		
4 th , 11 th , 18 th May 2021		09:00 to 13:00 plus individual coaching sessions		
Registration until		Number of possible AGEP participants		
15 th April 2021		12		
Content and goals of qualification	<p>The Business Model Development workshop is structured into three sessions:</p> <ol style="list-style-type: none"> 1. Understanding Customer and Value Proposition Design 2. Business Model Development 3. First financing my business idea <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. Following, 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> <p>Finally the last session will provide an overview about financing options for Start-up projects in Germany with a focus on presenting in details the EXIST program</p>			
Preconditions for participation	Students with a draft of a business idea			
Teaching Methods	Workshop plus individual Coaching			

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lesson format (online/face-to-face)	Online
Assessment method	Extended Powerpoint Presentation of a Business Model
Language	English
Inscription external student	www.info-agep.de