

ENTREPRENEURIAL MANAGEMENT AND TOURISM

Module description	Entrepreneurial Management und Tourismus
Module description in English	Entrepreneurial Management and Tourism
Level of qualification/degree program hosting the module	Master Tourism and Sustainable Regional Development
Module number	88-021-UF08-H-0812
Responsible faculty	WFI - Ingolstadt School of Management
Module coordinator	Prof. Harald Pechlaner
Credit points (ECTS credits)	5 ECTS credits
Skills	Participants of the lecture and the seminar will ▪ be sensitized to responsible entrepreneurial thinking and action. ▪ be able to use the terms management, leadership and entrepreneurship in a differentiated way. ▪ gain an insight into responsible entrepreneurial action in the context of start-ups and established companies. ▪ constructively apply the concepts they have learned about entrepreneurial thinking and action in strategic management using case studies. ▪ come into contact with entrepreneurs in order to be able to discuss current issues of entrepreneurial management for future-oriented action. ▪ understand tourism and destinations as networks with opportunities and challenges in the context of management, entrepreneurship and leadership.
Content/topics	As part of the module, different leadership theories and theories of entrepreneurship are examined. Entrepreneurially oriented leadership using the example of established and young companies is made tangible and examples of good sustainability practice are presented. In dialog-oriented formats between lecturers and students, the difference between management, leadership and entrepreneurship is worked out and made understandable using case studies. The module includes the following topics: ▪ Definitions of terms: Management, Leadership, Entrepreneurship ▪ Theoretical framework concepts of entrepreneurship and leadership

	▪ Entrepreneurially oriented leadership in established and young companies ▪ Discussion of a contemporary links to sustainability issues
Formal requirements for participation	Completed Bachelor's degree
Teaching and examination language	English
Teaching and learning methods/course types	▪ Lecture and Seminar (4 hours per week)
ECTS awarding criteria	▪ Grade of assessment at least 'sufficient': 70% written seminar paper and 30% presentation ▪ Preparatory work, corresponding independent study, presentation, written seminar paper (corresponds to approx. 22,500 characters without spaces)
Requirements for the awarding of ECTS credits:	Proof of performance assessed as at least with the grade 4,0
Workload/Allocation of ECTS credits	22,5 h = face-to-face lecture 10 h = independent study 22,5 h = face-to-face seminar 35 h = Presentation 60 h = Preparation of assessment 150 h = Total workload
Module grade	Portfolio (100%)
Course rotation	Winter semester