

The certificate programme 'Honours Degree' in Entrepreneurship

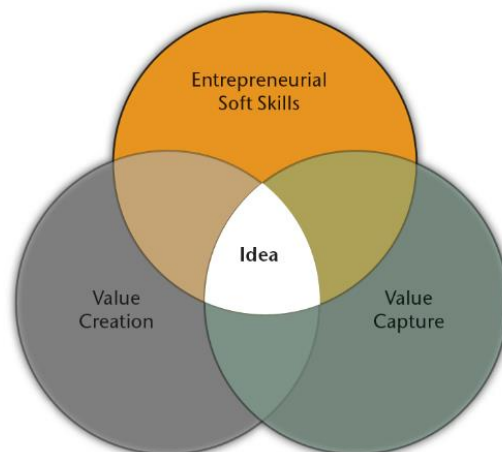


New technology, migration, infrastructure development, and geo-political instability, to name a few, open up new business opportunities. To support students in taking advantage of these opportunities, lectures from all faculties of the University of Passau have established the **'Honours Degree' in Entrepreneurship**, an English-language certificate programme that supports students in developing their own (business) idea while learning and working in an interdisciplinary setting. The certificate programme is part of the entrepreneurship network at the University of Passau which brings together students, faculty and practitioners and fosters the mutual exchange of thoughts, ideas and experiences.

The goal and the overall structure

The **'Honours Degree' in Entrepreneurship** offers a unique opportunity for students who want to transfer their idea into a sound business concept that is ready for execution.

The programme is divided into **three intensive phases** focusing on how to create and capture value. Within each intensive phase, students will refine their (business) idea during different workshops and individual coaching sessions. Faculty from the PATEC Start-up Hubs at the University of Passau specializing in (digital) technology, sustainability, interculturality, law and business will support them in developing and validating their business model & prototype(s). The resulting business plan and pitch deck will be an ideal starting point for students' next steps as an entrepreneur. Complementary to the development of the (business) idea, students will benefit from workshops on entrepreneurial negotiation or a professional pitch training and thus improve their entrepreneurial soft skills. **The whole certificate programme will be taught in English language.**



Moreover, experienced entrepreneurs and corporate representatives share their experiences with students and provide hands-on advice. The small number of admitted teams ensures **intensive individual support by faculty and practitioners.**

The idea-centric teaching concept

The teaching concept of the 'Honours Degree' in Entrepreneurship put students' (business) ideas at the centre-stage. This allows faculty of the Start-up Hubs to respond to the heterogeneous level of knowledge of the students from different fields of study and the requirements of different ideas. During the intensive phases, students learn relevant basics of sustainable and customer-oriented business modelling and prototyping and apply them to their own project.

Furthermore, in regular coaching and mentoring sessions and an interim presentation, students receive constructive feedback as well as valuable advice on how to further develop their (business) idea.

Customer & Market

This workshop introduces teams to fundamentals of market research and supports them in understanding their target customers, quantifying their market opportunity and learning about their competitive environment. Based on these insights students are guided in refining their idea.

Stakeholder & Business Impact

This workshop supports the teams in identifying relevant internal and external stakeholders and their needs. Teams are also encouraged to reflect on the ecological and social added value of their business and how they can embed sustainability into their vision and purpose.

(Digital) Prototyping & Evaluation

In this workshop the teams get an opportunity to build a (digital) prototype, to enhance their idea from a human-machine interactive perspective as well as from an (available) data perspective. Along with that, the basics of consumer psychology are introduced to facilitate the creation and evaluation of prototypes.

Value Proposition

In this workshop, teams learn how to quantify the value they create for their customers and beneficiaries. Based on that the teams design a clear and compelling value proposition.

Marketing, Revenue Model & Pricing

This workshop focuses on selecting a revenue model that fits the idea, set a suitable price, and developing a sound marketing mix and sales concept.

Sustainable Business Models

In this workshop, the teams learn how to balance the environmental, social and economic impacts of their business idea as entrepreneurs. In addition, the teams identify relevant cost positions and set them in comparison to their revenue streams to develop a sound financial model.

Intercultural Sensitivity & Marketing

This workshop supports the teams in identifying crucial intercultural aspects of their business and accompanies them in dealing with them in purposeful way.

Legal Coaching

This coaching helps the teams with individual legal issues that might occur during an entrepreneurial journey.

Entrepreneurial Soft Skills

These workshops focus on teamwork strategies, conflict resolution in entrepreneurial teams, and complex negotiations occurring in an entrepreneurial setting. Participants also learn how to convincingly communicate and present their business idea.

You are interested?

If you already have a (business) idea and a team with which you want to pursue it, then don't hesitate to apply! It does not matter if you are a Bachelor, Master, or Ph.D. Students from all fields of study and levels are welcome!

The programme will take place in Passau on campus and is not only open for students at the University of Passau but **also for students from our national and international partner universities**. The only important requirement is that the teams can participate on site, an online setting is not possible.

The application is a two-step process:

- (1) In a first step, fill out our application form: <https://www.wiwi.uni-passau.de/en/dte/honours-degree/application-information>.
- (2) After a pre-selection, you might be invited to an idea evaluation session and an individual interview as part of the **Focus Days (21.3. - 23.03.2024)**. In this session and the interview, the lecturers get to know you as a team and your business idea in detail and provide a holistic evaluation. On this basis, the lecturers decide on the final acceptance into the 'Honours Degree' in Entrepreneurship and define with you your individual development objectives for the programme.

Programme schedule 2024

Application deadline for you: 29th of February 2024 (11:59 pm)

Programme kick-off incl. Focus Days: 21st to 23rd of March 2024

Intensive Phases will take place (expected) on 12th to 13th of April 2024, on 24th to 25th of May 2024, on 20th to 22nd of June 2024, and 29th and 30th of June 2024 (Entrepreneurial Negotiation).

Final pitch (expected): 24th of October 2024

Further information

Programme website: <https://www.wiwi.uni-passau.de/en/study/dte/honours-degree/>

Former cohorts: <https://www.wiwi.uni-passau.de/en/dte/honours-degree/impressions-of-our-cohorts>

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