

Studiengang: Master of Science im Maschinenbau Program: <i>Master of Science in Mechanical Engineering</i>					
1	Modul: Product and Business Plan Module: <i>Produkt und Businessplan</i>				English <i>Englisch</i>
	Fach-Nr. <i>Course number</i>	Semester <i>Semester</i>	Dauer <i>Duration</i>	Status <i>Status</i>	Turnus <i>Regular cycle</i>
		2. Semester	1 Semester	elective	annual
	Kreditpunkte <i>Credits</i>	Aufwand <i>Workload</i>	Kontaktzeit <i>Contact-hours</i>	Selbststudium <i>Student's efforts</i>	
	5 ECTS	150h	4hrs/week = 60hrs Lecture	15h Preparation and post processing 75h Self-study	
2	Beschreibung <i>Description</i> Strategic planning skills – especially in the field of business planning – become more and more important in today's business. The lecture provides detailed knowledge and methods for the preparation of product and business plans, so that the students are enabled to use this plans in their future professional life. Emphasis is put on the connections between product and business plan as well as on the theoretical and practical problem solving based on realistic business situations.				
3	Lernziele <i>Learning Outcomes</i> <ul style="list-style-type: none"> • Convey the economic meaning of product and business planning and establish the connections between product and business plan • Ability to write a convincing product and business plan. • Training of the business plan preparation on the basis of realistic case studies and examples. 				
4	Schlüsselqualifikationen <i>Key qualifications</i>				
	Sozialkompetenz <i>Social Competence</i>	Methodenkompetenz <i>Competence in Methods</i>	Selbstkompetenz / Personenkompetenz <i>Self-Competence Personal Competence</i>	Interkulturelle Kompetenz <i>Intercultural Competence</i>	Medienkompetenz <i>Media-Competence</i>
	X	X	X		(X)
5	Lehrveranstaltung/ -methoden <i>Course type and methods</i> Lecture <ul style="list-style-type: none"> • Seminar-like teaching • Exercises and examples (case studies) 				
6	Vorbedingungen / Vorkenntnisse <i>Prerequisites</i> none				
7	Arbeitsmittel / Literatur <i>Required material / Literature</i> <ul style="list-style-type: none"> • Literature according to the current list in the script • Other Literature: Drucker, P. F. : Innovation and Entrepreneurship. HarperCollins Publishers, 2006 Schwetje, G., Vaseghi, S., Gentilozzi, J. : The Business Plan, How to Win Your Investors' Confidence. Berlin: Springer, 2007 Fueglistaller, U.; Müller, C.; Volery T. : Entrepreneurship, Wiesbaden: Gabler, 2004 Klandt, H. : Gründungsmanagement: Der integrierte Unternehmensplan. 2. Auflage, München: Oldenbourg, 2006 Dowling, M. : Gründungsmanagement. Vom erfolgreichen Unternehmensstart zu dauerhaftem Wachstum, Berlin: Springer, 2003 				

Detailinformationen																				
8	Inhalte <i>Course topics</i> Introduction to the teaching area <ul style="list-style-type: none"> ➤ Connections between product and business plan ➤ Business plan as a integrated enterprise plan Product Planning <ul style="list-style-type: none"> ➤ Defining new products and gathering market requirements ➤ Product Life Cycle considerations ➤ Product portfolio management ➤ Product differentiation Business Plan content and preparation <ul style="list-style-type: none"> ➤ Content of a business plan ➤ Support services ➤ Resources for researching facts and figures ➤ Strategic Analysis ➤ Forecasts Presentation formats <ul style="list-style-type: none"> ➤ Elevator pitch 																			
9	Prüfungsform <i>Assessment</i> Projectwork																			
10	Voraussetzung für die Vergabe von Kreditpunkten <i>Requirements for granting of credits</i> Passing the projectwork.																			
11	Weiterführende Veranstaltungen <i>Related courses</i> Management & Leadership																			
12	Zuordnung <i>Classification</i> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th style="width: 14%;">Mathematik & Naturwissenschaft <i>Mathematics & Natural Sciences</i></th> <th style="width: 14%;">Ingenieurwissenschaften <i>Engineering Science</i></th> <th style="width: 14%;">Ingenieur-anwendungen <i>Engineering Application</i></th> <th style="width: 14%;">Entwicklung & Konstruktion <i>Design</i></th> <th style="width: 14%;">Werkstoffe <i>Material</i></th> <th style="width: 14%;">Wirtschaft, Management, Sprachen <i>General Education</i></th> <th style="width: 14%;">Anderes <i>Other</i></th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td>X</td> <td>X</td> </tr> </tbody> </table>						Mathematik & Naturwissenschaft <i>Mathematics & Natural Sciences</i>	Ingenieurwissenschaften <i>Engineering Science</i>	Ingenieur-anwendungen <i>Engineering Application</i>	Entwicklung & Konstruktion <i>Design</i>	Werkstoffe <i>Material</i>	Wirtschaft, Management, Sprachen <i>General Education</i>	Anderes <i>Other</i>						X	X
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13	Modulbeauftragter / Lehrpersonen <i>Responsible person / Lecturers</i> Prof. Dr. Jürgen Klein / Prof. Dr. Jürgen Klein																			