Datenkontrollblatt zur Veranstaltung:

10581910 Seminar: Entrepreneurship and Management (Master) - Sommersemester 2027

Grunddaten:			
Nummer:	10581910	**Titel:**	Seminar: Entrepreneurship and Management (Master)
Kurztext:	12-M-SAS	**Langtext:**	
Kurzkommentar:		**Eindeutige Bezeichnung:**	
Organisationseinheit:	Lehrstuhl für Betriebswirtschaftslehre, Unternehmensgründung und Unternehmensführung	**Sprache:**	english
Veranstaltungsart:	Seminar	**Angebotsfrequenz:**	in jedem Semester
Credits:		**SWS:**	2.00

Studiengänge (Abschluss und dazugehörige Fächer):

- **Exchange Austauschprogramm** in den Fächern: Wirtschaftswissenschaft
- **Master (1 Hauptfach)** in den Fächern: Business Management,China Business and Economics,China Language and Economy,Economics,Information Systems,International Economic Policy,Management,Management International,Wirtschaftsinformatik,Wirtschaftsmathematik

Modulzuordnung:

101980	12-M-SAS-102-m01	Seminar: Unternehmensgründung und -wachstum
103602	12-M-SAS-111-m01	Seminar: Unternehmensgründung und Unternehmensführung
116266	12-M-SAS-141-m01	Seminar: Unternehmensgründung und Unternehmensführung
120224	12-M-SAS-132-m01	Seminar: Unternehmensgründung und Unternehmensführung
126301	12-M-SAS-182-m01	Seminar: Entrepreneurship und Management
130659	12-M-SAS-161-m01	Seminar: Unternehmensgründung und Unternehmensführung
141637	12-M-ASME-242-m01	Advanced Seminar: Marketing & Entrepreneurship
141913	12-M-SAS-242-m01	Seminar: Entrepreneurship und Management

Zeitraum in dem Studierende die Veranstaltung belegen können:

S-Allgemeine Belegung 4ZZ (manuelle Verteilung); von 01.04.2027 bis 30.09.2027

Weitere Details:

Inhalte:	**Research Seminar** **"Strategic management of public universities"** Public universities can be viewed as co-creators of a society's future. They often operate at the forefront of technological and social innovation. They train the next generation of a country's decision makers. They transfer critical knowledge into society. While today many countries expect their universities to simultaneously engage in the fields of research, teaching, and transfer, universities tend to vary in the degree to which they succeed in meeting these expectations. This seminar will explore strategic management, in particular strategic planning, by universities as one explanation for the variance in performance. More specifically, seminar participants will content-analyze strategic documents of universities in several countries and evaluate them based on a catalogue of quality criteria for organizational strategies. They will then critically discuss these strategies based on selected theories in the field of strategic management.
Lernziele:	**Learning outcomes** On successful completion of this module students will be able to: • Effectively and efficiently answer an academic research question • Position your research within the literature landscape • Employ adequate qualitative research methods • Structure and write-down an advanced academic manuscript • Present and defend your research outcomes in class
Literatur:	Etzkowitz, H., 2003. Research groups as `quasi-firms': The invention of the entrepreneurial university. *Research Policy* 32, 109-121. Hitt, M.A., Miller, C.C., Colella, A., 2015. *Organizational behavior*, 4th ed. John Wiley, Hoboken, NJ. Hitt, M.A., Ireland, R.D., Hoskisson, R.E., 2016. *Strategic management: Competitiveness and globalization*, 12th ed. Cengage Learning, Australia. Participants are expected to search for additional literature on EBSCO and other literature databases. It is recommended to focus on high-quality journal publications, typically journals ranked A or B per VHB-Rating 2024.
Zwingende Voraussetzung:	**Prerequisites** None.

Empfohlene Voraussetzung:	**Application** 1. Apply via the central Studiendekanat process by the central deadline. Beyond your transcript no further documents are required for the application. 2. Candidates will be prioritized according to two criteria: (a) Specialization in entrepreneurship, strategy, and/or innovation, and (b) mark average. 3. We will contact all accepted supervisees via email with further information. **WueCampus** Accepted supervisees will be automatically enrolled to a WueCampus room with further information. **Language** English **Schedule** February 2027: Kick-off meeting via Zoom and assignment of topics 27th June 2027 (23:55): Latest submission of essays via WueCampus (if unavailable, and only then, via email to bwl8@uni-wuerzburg.de) 30th June 2027 (10:00, venue TBA): Final presentations **Late submission policy** Late submissions have to be handled according to ASPO 2015 §21(4). Essentially, this means that a late essay or presentation will be marked as a fail unless the student can provide evidence that he or she was not responsible for the late submission. **Mnemonics**(module can be credited as) 12-M-SAS
Zielgruppe:	Master students
Zu erbringende Prüfungsleistung:	Essay (66%) – 16-20 A4 pages Presentation (34%) – 10 minute presentation per student plus Q&A The assessment criteria for the **essay**are: *(1) Goal achievement*(40%): To what degree has the research question been effectively and efficiently addressed? *(2) Methodological rigor* (40%): To what degree has the best available approach, both in terms of theory and empirics, been applied to address the research question? *(3) Formal quality (20%)*: To what degree is the essay clearly structured, well-formatted, well-written, and without formal flaws (e.g., typological and grammar mistakes)? The assessment criteria for the **presentation**are: *(1) Quality of presentation (40%):*To what degree has the presenter made the main points of the presentation understood, in particular through well-designed slides as well as verbal and non-verbal (e.g., body language) presentation skills? *(2) Quality of addressing the research question (30%):*To what degree has the presenter addressed the main research question? *(3) Quality of responses to questions (30%):*To what degree has the presenter efficiently and effectively answered questions in the Q&A part?
Zu erbringende Studienleistung:	**Work load** Self-study: 300 hours Total: 300 hours (10 ECTS á 30 hours)

Datenkontrollblatt zur Veranstaltung:

10581910 Seminar: Entrepreneurship and Management (Master) - Sommersemester 2027
(Semesterabhängige Veranstaltung)

Research Seminar “Strategic management of public universities” (1. Parallelgruppe) - Sommersemester 2027

Semesterwochenstunden: 2 Lehrsprache: english, findet statt
Verantwortliche Dozenten: Walter, Sascha; Turaev, Shokhrukh

Wochentag:	von:	bis:	Akad.Zeit:	Rhythmus:	Startdatum:	Enddatum:	Raum:	Gebäude:	Durchführende Personen: