Wirtschaftswissenschaften
UNIVERSITÄT WÜRZBURG

Julius-Maximilians-Universität Würzburg
Chair of Entrepreneurship and Strategy

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PROJECT 'BARISTA'

High-tech companies, such as Google, leverage social meeting space for their innovation activities, besides individual wellbeing and productivity. These spaces facilitate exchanges between otherwise 'siloed' individuals of different backgrounds and such a combination of diverse knowledge can be conducive to new ideas. This benefit motivates private companies to cross-subsidize even loss-making cafeterias. While the value of such spaces is similar for public universities, the financial requirements are stricter. In this project seminar, you will identify and develop entrepreneurial opportunities to reconceptualize the Cafeteria in the basement of the 'Neue Universität' in Sanderring 2. More specifically, you will use design thinking to understand particular needs of different target groups and will then translate these needs into viable business options based on standard entrepreneurial methods, including lean startup, business modelling, and business planning. The project seminar will conclude with concrete recommendations to the Dean's Office and the University to vitalize the basement cafeteria.

Mnemomics (module can be credited as)
12-M-APS
12-M-PDBUS
12-M-PIBST
12-M-PMALE
12-M-PRS2
12-M-PUGF

Schedule
30th November 2026 (11:55 am): Application deadline
9th December 2026 (1:00 pm, Zoom): Introduction session
27th February 2027 (11:55 pm): Submission of essays via WueCampus

Learning outcomes
On successful completion of this module you will be able to:

- Assess the roles of business modelling and business planning for organizations
- Create and evaluate concepts related to business modelling and business planning
- Systematically choose between different routes of action

Application

(1) Email your CV and transcript directly to sascha.walter@uni-wuerzburg.de by the deadline, using the subject 'Project Seminar ST27.
(2) Candidates will be prioritized according to their specialization in entrepreneurship, strategy, and/or innovation and their CV.
(3) We will contact all accepted supervisees via email with further information two days after the deadline for applications.

Language
German

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.

Literature

Leatherbee M, Katila R. 2020. The lean startup method: Early-stage teams and hypothesis-based probing of business ideas. *Strategic Entrepreneurship Journal* 14(4): 570-593.

Micheli P, Wilner SJS, Bhatti SH, Mura M, Beverland MB. 2019. Doing design thinking: Conceptual review, synthesis, and research agenda. *Journal of Product Innovation Management* 36(2): 124-148.

Osterwalder A, Pigneur Y. 2010. *Business model generation: A handbook for visionaries, game changers, and challengers*. Wiley: Hoboken, N.J.

Shepherd D, Gruber M. 2020. The lean startup framework: Closing the academic-practitioner divide. *Entrepreneurship: Theory & Practice* 45(5): 967-998.

Assessment

Essay (66%) – 10-12 A4 pages per student in a team. The essay will be a reflective work on the key learnings from the project, using a light body of previous literature.

Presentation (34%) – 3-minute presentation per team member plus Q&A

Actively participating in the program workshops and activities is a requirement for a successful competition of the module.

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?

WueCampus
Accepted students will be automatically enrolled to a WueCampus room with further information.

Credits
10 ECTS (2 SWS)

Work load
Self-study: 300 hours
Total: 300 hours (10 ECTS á 30 hours)

Target group
Master students

Prerequisites
None.