

Datenkontrollblatt zur Veranstaltung:

10584040 Master Project Seminar: ZDI-Accelerator Program: From the idea to the product (Bewerb. am LSt.) - Wintersemester 2025/2026

Grunddaten:			
Nummer:	10584040	Titel:	Master Project Seminar: ZDI-Accelerator Program: From the idea to the product (Bewerb. am LSt.)
Kurztext:	12-M-APS, ...	Langtext:	
Kurzkomentar:		Eindeutige Bezeichnung:	
Organisationseinheit:	Lehrstuhl für Betriebswirtschaftslehre, Unternehmensgründung und Unternehmensführung	Sprache:	english
Veranstaltungsart:	Seminar	Angebotsfrequenz:	nur im Wintersemester
Credits:		SWS:	2.00

Studiengänge/Prüfungsordnungen:

Master (120 ECTS) Wirtschaftsmathematik - 2011
 Master (120 ECTS) Wirtschaftsmathematik - 2016
 Master (120 ECTS) Business Management - 2011
 Master (120 ECTS) Business Management - 2013
 Master (120 ECTS) Business Management - 2014
 Master (120 ECTS) Business Management - 2015
 Master (120 ECTS) Economics - 2011
 Master (120 ECTS) Economics - 2013
 Master (120 ECTS) Economics - 2014
 Master (120 ECTS) China Business and Economics - 2016
 Master (120 ECTS) International Economic Policy - 2015
 Master (120 ECTS) China Language and Economy - 2016
 Master (120 ECTS) International Economic Policy - 2018
 Master (120 ECTS) Management - 2018
 Master (120 ECTS) China Business and Economics - 2019
 Master (120 ECTS) China Language and Economy - 2019
 Master (120 ECTS) China Language and Economy - 2021
 Master (120 ECTS) China Business and Economics - 2021
 Master (120 ECTS) Wirtschaftsmathematik - 2021
 Master (120 ECTS) Wirtschaftsmathematik - 2022
 Master (120 ECTS) International Economic Policy - 2022
 Master (120 ECTS) Management - 2022
 Erasmus Management and Economics - 2022
 Master (120 ECTS) Wirtschaftsmathematik - 2024
 Master (120 ECTS) International Economic Policy - 2024
 Master (120 ECTS) Information Systems - 2024
 Master (120 ECTS) Management - 2024
 Master (120 ECTS) Management - 2025
 Master (120 ECTS) Wirtschaftsmathematik - 2025
 Master (120 ECTS) China Business and Economics - 2025
 Master (120 ECTS) China Language and Economy - 2025

Modulzuordnung:

103581	12-M-APS-111-m01	Seminar: Ausgewählte Probleme aus dem Bereich Wirtschaftswissenschaften
120212	12-M-APS-132-m01	Seminar: Ausgewählte Probleme aus dem Bereich Wirtschaftswissenschaft
126255	12-M-APS-182-m01	Projektarbeit: Ausgewählte Probleme aus dem Bereich Wirtschaftswissenschaft I
126256	12-M-APS2-182-m01	Projektarbeit: Ausgewählte Probleme aus dem Bereich Wirtschaftswissenschaft II
126258	12-M-PUGF-182-m01	Project Module Strategic Entrepreneurship
126283	12-M-PDBUS1-182-m01	Project Module Digital Business Strategy I
126284	12-M-PDBUS2-182-m01	Project Module Digital Business Strategy II
126288	12-M-PIBST1-182-m01	Project Module International Business & Strategy I
126289	12-M-PIBST2-182-m01	Project Module International Business & Strategy II
126294	12-M-PMAL1-182-m01	Project Module Management & Leadership I
126295	12-M-PMAL2-182-m01	Project Module Management & Leadership II
130648	12-M-APS-161-m01	Seminar: Ausgewählte Probleme aus dem Bereich Wirtschaftswissenschaft
141852	12-M-PDBUS1-242-m01	Project Module Marketing & Innovation I
141853	12-M-PDBUS2-242-m01	Project Module Marketing & Innovation II
141920	12-M-APS-242-m01	Projektarbeit: Ausgewählte Probleme aus dem Bereich Wirtschaftswissenschaft I
141921	12-M-APS2-242-m01	Projektarbeit: Ausgewählte Probleme aus dem Bereich Wirtschaftswissenschaft II

Zeitraum in dem Studierende die Veranstaltung belegen können:

W-Allgemeine Belegung 4ZZ (manuelle Verteilung); von 01.10.2025 bis 31.03.2026

Weitere Details:

Inhalte:	Project Seminar "ZDI-Accelerator Program: From the idea to the product" It is an elementary part of our Chair's teaching philosophy that excellent entrepreneurship education crosses university boundaries. This project is a unique opportunity to apply knowledge gathered in our classroom in a real-life scenario, the ZDI-Accelerator Program. Teams of students will support prospective founders in the accelerator in further developing their business idea to a marketable product. The focus will be on methods such as design thinking, lean start-up, and agile project management. Participants are required to actively participate in several program sessions and further project work. External, professional coaches and incubator staff will support student teams.
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Lernziele:	Educational aims • Enable students to critically appraise approaches to design thinking, lean startup, and business modelling • Enable students to evaluate the boundaries and risks of design thinking, lean startup, and business modelling • Enable students to apply approaches to design thinking, lean startup, and business modelling in a real-life, team-based situation Learning outcomes On successful completion of this module you will be able to: • Assess the role of design thinking, lean startup, and business modelling for startups and established companies • Make judgements about design thinking, lean startup, and business modelling • Create and evaluate concepts related to design thinking, lean startup, and business modelling • Systematically choose between different routes of action
Literatur:	Leatherbee M, Katila R. 2020. The lean startup method: Early-stage teams and hypothesis-based probing of business ideas. <i>Strategic Entrepreneurship Journal</i> 14(4): 570-593. Micheli P, Wilner SJS, Bhatti SH, Mura M, Beverland MB. 2019. Doing design thinking: Conceptual review, synthesis, and research agenda. <i>Journal of Product Innovation Management</i> 36(2): 124-148. Osterwalder A, Pigneur Y. 2010. <i>Business model generation: A handbook for visionaries, game changers, and challengers</i>. Wiley: Hoboken, N.J. Shepherd D, Gruber M. forthcoming. The lean startup framework: Closing the academic-practitioner divide. <i>Entrepreneurship: Theory & Practice</i>.
Zwingende Voraussetzung:	Prerequisites None.
Empfohlene Voraussetzung:	Application 1. Email your CV and transcript directly to sascha.walter@uni-wuerzburg.de by the deadline, using the subject 'Application ZDI-Seminar'. 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 faculty deadline for seminar applications. WueCampus Accepted students will be automatically enrolled to a WueCampus room with further information. Language English and/or German Schedule 13th July 2025 (11:55 am): Application deadline 15th July 2025 (11:00 am, Zoom): Introduction session 15th March 2025 (11:55 pm): Submission of essays and pitch videos via WueCampus A previous program schedule (Winter 2024/25) is shown below, the new one will be finalized shortly and will be aligned to the JMU teaching weeks. 21st October 2024 Kick off 22nd October 2024 First workshop day 3rd to 5th December 2025 Sprint 1 21st to 23rd January 2025 Sprint 2 Later: Pitch Battle (optional) 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-APS 12-M-PDBUS 12-M-PIBST 12-M-PMAL 12-M-PUGF
Zielgruppe:	Master students

Zu erbringende Prüfungsleistung:	Essay (70%) – 8-10 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. Pitch video (30%) – 3-minute pitch video per team based the output from workshop and additional activities 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 (all criteria carry equal marks): (1) Clarity and rigor: How clear are the aims and objectives of the research? Do the conclusions relate to these aims and objectives and contain evidence from the findings? Does the review of literature help to inform the way that the findings have been evaluated? Have relevant research methods been used to obtain the data? (2) Critical analysis: What insights and reflections are drawn about the academic literature and from the research? (3) Relevance and practicality: Has the issue been addressed? Is there a workable outcome? (4) Originality: Has the research been carried out in a creative way? Have new ideas or new ways of exploring problems been used? What new concepts emerge from the work? (5) Presentation: Is the essay clearly structured, without formal flaws, typos and grammar mistakes? The assessment criteria for the pitch video are (all criteria carry equal weights): (1) Quality of slides: the degree to which the layout and content of your slides support your presentation (2) Quality of presentation: the extent to which you are able to make the main points of your presentation understood (3) Quality of addressing the research question: the degree to which you have answered the main questions in the presentation (4) Presentation style: the extent of your shown verbal and non-verbal (e.g., body language) presentation skills
Zu erbringende Studienleistung:	Credits 10 ECTS (2 SWS) Work load Self-study: 300 hours Total: 300 hours (10 ECTS á 30 hours)

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10584040 Master Project Seminar: ZDI-Accelerator Program: From the idea to the product (Bewerb. am LSt.) - Wintersemester 2025/2026
(Semesterabhängige Veranstaltung)

Master Project Seminar: ZDI-Accelerator Program: From the idea to the product (Bewerb. am LSt.) (1. Parallelgruppe) - Wintersemester 2025/2026

Semesterwochenstunden: 2 Lehrsprache: english, findet statt

Verantwortliche Dozenten: Walter, Sascha

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