

Datenkontrollblatt zur Veranstaltung:

10584040 Master Project Seminar: ZDI-Accelerator Program: From the idea to the product (Bewerb. am LSt.) - Wintersemester 2026/2027

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 (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, Wirtschaftsmathematik

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
143132	12-M-ZDI-262-m01	ZDI-Accelerator Program

Zeitraum in dem Studierende die Veranstaltung belegen können:
W-Allgemeine Belegung 4ZZ (manuelle Verteilung); von 01.10.2026 bis 31.03.2027

Weitere Details:	
Inhalte:	Project Seminar "Idea Jam: 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 operated by ZDI Mainfranken, a local incubator, is a unique opportunity to apply knowledge gathered in our classroom in a real-life scenario. Teams of students will receive accelerator-style training 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. Training will be provided by professional coaches and incubator staff will support student teams. Students can suggest own ideas for further development or will accompany real startups and/or companies (if available).
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 German Schedule 31 st July 2026 (11:55 am): Application deadline 15 th September 2026 (11:00 am, Zoom): Introduction session 27 th February 2027 (11:55 pm): Submission of essays and pitch videos via WueCampus 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-PMALÉ 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: (1) <i>Goal achievement</i> (40%): To what degree has the research question been effectively and efficiently addressed? (2) <i>Methodological rigor</i> (40%): To what degree has the best available approach, both in terms of theory and empirics, been applied to address the research question? (3) <i>Formal quality</i> (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) <i>Quality of presentation</i> (50%): 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) <i>Quality of addressing the research question</i> (50%): To what degree has the presenter addressed the main research question?
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 2026/2027
(Semesterabhängige Veranstaltung)

Master Project Seminar: Idea Jam: From the idea to the product (Bewerb. am LSt.) (1. Parallelgruppe) - Wintersemester 2026/2027

Semesterwochenstunden: 2 Lehrsprache: deutsch, findet statt

Verantwortliche Dozenten: Walter, Sascha

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