



Course	Entrepreneurship in the forest products sector
Location	DHBW Mosbach Germany Salzburg University of Applied Sciences
Department / Program	Virtual Wood University
Semester	Semester 1-6
Type	Voluntary
ECTS Credits	2
Workload	60 total hours
Time of Exam(s)	End of course or during the course
Kind and duration of Exam(s) / Assignment(s)	Tasks during the modules 10%+10% , Development of a Business Model Canvas for an individual idea 40%; Evaluation of a BMC of another student 40%
Grading	Achieving 50% will result in pass
Learning Methods	This module consists of seminar-style learning, readings, lectures, tutoring sessions, independent study, group discussion, group work and web based learning methods like Podcasts, Video-communication based lectures (Zoom, Microsoft Teams, etc.), Learning Management Systems (like Moodle), Cloud storage, etc.).
Prerequisite(s)	Basic knowledge in business administration is helpful, but not necessary.
Successive Course	Optional "International Markets for wooden products"
Learning Outcomes	As a result of this course, the students should be familiar with: <ul style="list-style-type: none"> - Entrepreneurship - Innovation and Ideation - Business Model Canvas - Development and Evaluation of Business Models -
Readings	Drucker, P. (2005): Entrepreneurship and Innovation Osterwalder, A. Pigneur, Y. (2010): Business Model Generation: A Handbook for Visionaries, Game Changers Gassmann, O. (2020): Business Model Navigator: The strategies behind the most successful companies ft press
Summary of Content	The lesson plan includes: <ul style="list-style-type: none"> - Introduction - Ideation – how to create business ideas - Business model canvas - St. Gallen Business Model Navigator - Development of new business ideas - Business Model Canvas - Business Plans - Best practice examples in the wood-based sector