

INTRODUCTION TO ENTREPRENEURSHIP AND BUSINESS OPPORTUNITIES

Aim of the Workshop

This workshop will help you to recognize and develop business ideas by addressing following topics:

- The **entrepreneurial process**: from opportunity recognition to venture launch
- **“Connecting the dots”** towards a business opportunity recognition
- The main characteristics of a **business opportunity** and its recognition
- **Entrepreneurial potential**: motivation, psychological, social, and managerial competencies

During the workshop attendants will have the chance not only to learn important theoretical concepts but also apply these contents with several challenging and stimulating exercises. **With this course attendants will successfully recognize business opportunities, increase their analysis ability to recognize them and develop their entrepreneurial spirit and skills.**

Teaching methods

Theoretical inputs, case studies, videos

Two Young Entrepreneurs Get Their Hands Dirty With Urban Farming

Posted by Michelle Goodman | August 26, 2012
URL: <http://www.entrepreneur.com/article/242458>

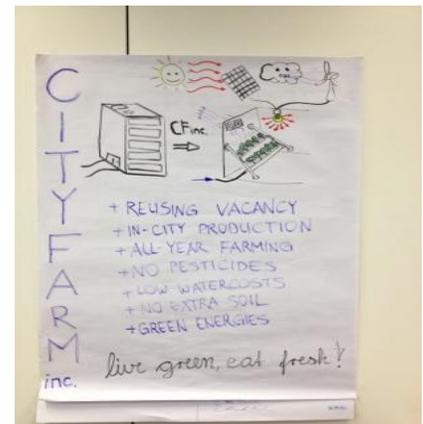
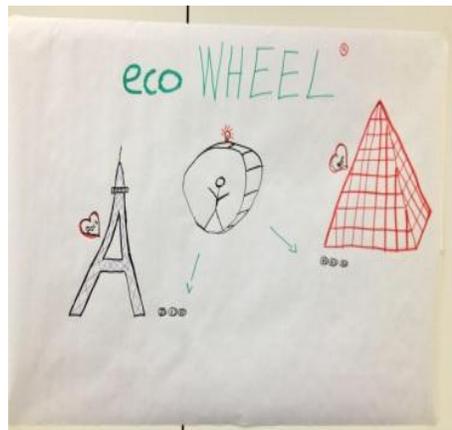
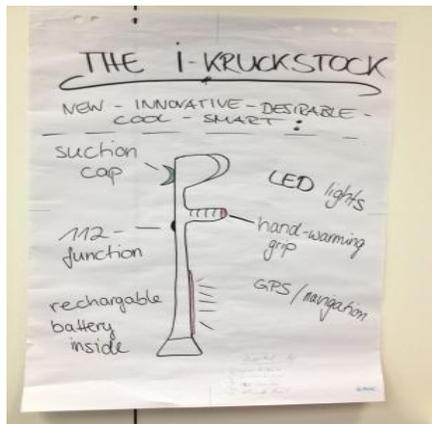
Nishi Arora, 25, and Alejandro Velez, 24, didn't plan on being mushroom farmers. In 2006, during their last semester at the University of California, Berkeley, Arora lined up a corporate consulting job and Velez nabbed one in investment banking.

But a lecture on sustainability in a business ethics class changed all that. Their professor mentioned that he had heard it was possible to grow edible mushrooms in recycled coffee grounds.

"No one had ever taken that idea and done anything with it commercially," Arora says. Intrigued by the idea, the students took to Velez's fraternity kitchen, where they set up 10 paint buckets of used coffee grounds fertilized with oyster mushroom spawn. Ten days later, they had sprouted their first crop.



Group work: Developing and Evaluating an own innovative business idea



Agenda	Requirements
2 afternoons (5 hours each) / one-day-seminar	None technical
1. The entrepreneurship – introduction 2. The entrepreneurial process 3. Entrepreneurial business opportunities 4. Recognizing business opportunities	None topic specific (very) good English skills (course language: English)
5. Presenting a business idea 6. Evaluating a business idea at a cognitive level 7. The entrepreneurial potential 8. The entrepreneurial competencies	

Results of a qualitative evaluation (winter term 2012/2013 at TU Dresden) (examples):

- “The messages from literature were very clear“
- “A very interactive course, a lot of practical exercises and group work“
- “The course was very well structures, the teaching method was very interesting and a lot of interesting group work“

Results of quantitative evaluation (winter term 2012/13 at TU Dresden) (N=50)

- Ability, competence of the teacher: very good (mean = 1)
- Self-evaluation (students, participants) of acquired competencies: very good gut (mean 1,5)

Teacher:

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Questions about contents of the workshop:

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