



Department of Economics at Saarland University

FUNDAMENTALS OF MANAGEMENT AS CERTIFIED INDIVIDUAL COURSES

The latest findings from university research now also available **without** a degree and **without** a long-term commitment!



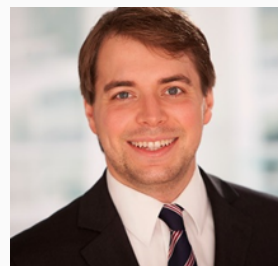
Saarland University is one of the leading universities in the field of entrepreneurship and has been and still is a pioneer in this field. Benefit from this expertise and take part in our continuing education course:
Entrepreneurship !

ENTREPRENEURSHIP

Ideal for:

- Founders and all those who want to become one
- Companies who want to develop their business model in a future-oriented way
- All those who want to develop professionally or identify new market opportunities

Benefit from the latest insights from science and practice taught by lecturers who are leading the way!



**Jun.-Prof. Dr. Benedikt
Schnellbacher**



**Prof. Dr. Sven
Heidenreich**



„Entrepreneurship“ at Europa-Institut, Department of Economics at Saarland University

When and where?

The certificate course in English takes place from 22 to 25 January 2025 as a block course from Wednesday to Saturday all day in presence at our institute on the Saarbrücken campus: Building A5.4 Room 2.06.

How?

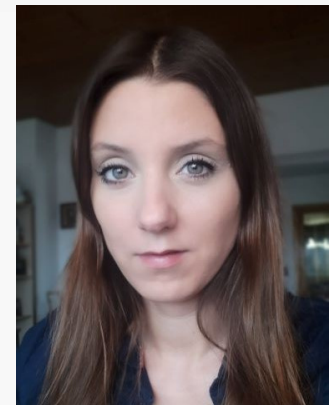
You can register directly with us up to one week before the start of the course and we will be happy to assist you by telephone, virtually or in person on campus.

Why?

Take advantage of the opportunity to continue your education at university level with little time and application effort and receive first-class additional education in the field of modern management. In addition to valuable knowledge relevant to practice, you will receive an academic, internationally recognised certificate from Saarland University which will help you climb the next rung on your personal career ladder.

Cost

The participation fee per course is 849€. The course meets the requirements for claiming educational leave!



Your contact person:

Julia Senni, M.A.

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<https://www.eiabm.en/certificates/>

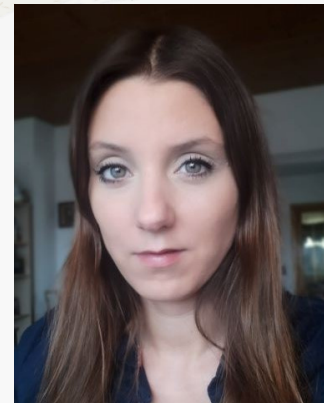
„Entrepreneurship“ at Europa-Institut, Department of Economics at Saarland University

Qualification Objectives: Understanding of what an entrepreneur is, what his/ her benefits, risks, and responsibilities are; what a good opportunity is, what kinds of opportunity sources there are; the mechanics of entrepreneurial process; the process of initiating product and service development; technology driven entrepreneurship; available resources for startup and growth; organizational approaches towards global growth.

Content: The role of entrepreneurship in an economic unit has been well documented and is of interest not only to business people and politicians but also to students – the future entrepreneurs. Creating and growing a new venture inside or outside a corporation is a task that few individuals are able to accomplish, even though many profess the desire. This course is based on an understanding of strategic areas of business and applies the tools and analytical techniques of these areas to the new venture creation process in a domestic and international setting. The entrepreneurship module has been designed in a way that prepares participants very well for pursuing careers as owner/managers. It also offers a generic examination of the general principles of entrepreneurship and entrepreneurial activity. Adopting this unit does not confine participants to the limitations of small business and its related activities. It supports the full development of entrepreneurial skills and sensitivities for use in existing organizations, to facilitate the management of change and/or the achievement or organizational goals.

Lecturers: Dr. Benedikt Schnellbächer is Junior Professor for Digital Transformation and Entrepreneurship at Saarland University. His research interests include sustainable start-ups, digital start-ups, Entrepreneurial behavior and Business Model Development.

Prof. Dr. Sven Heidenreich has held the Chair of Business Administration, in particular Technology and Innovation Management at Saarland University since 2017. His research interests include technology and innovation management as well as entrepreneurship and addressed questions around consumer resistance to innovation, co-creation of technology based services, innovation networks, business model innovation, innovative work behaviour or entrepreneurial behaviour.



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