TECHNISCHE UNIVERSITÄT WIEN
Vienna University of Technology

VO Unternehmensgründung - Entrepreneurship SS 2017

Vorbesprechung - Introduction, 3. Mai 2017

Lecturer

Prof. Dr. Karl-Heinz Leitner, TU & AIT Austrian Institute of Technology & University of Graz

Prof. Dr. Walter Brugger, Dorda, Brugger & Jordis Rechtsanwälte

Dr. Rainer Beetz, Sonn & Partner Patentanwälte

Dr. Carlos Deretana, INiTS Universitäres Gründerservice Wien

Aims of the course

1. Become familiar with important types of innovations and entrepreneurship
2. Learn how to identify business opportunities and assess business ideas
3. Learn how to write a business plan
4. Learn how to protect your ideas by means of intellectual property rights
5. Become familiar with different legal enterprise forms
6. Become familiar with important services offered by the public supporting start-up companies

Course Dates

Wed, 3 May 17, 17.00-18.00: Introduction (Leitner), HS 13

Wed, 10 May 17, 10.00-12.00: Innovation (Leitner), HS 17

Thu, 11 May 17, 18.00-20.00: Feasibility Studies I (Leitner), HS 13

Tue, 16 May 17, 12.00-14.00: Feasibility Studies II (Leitner), EI 3 Sahulka

Tue, 16 May 17, 16.00-20.00: Patents/IPR (Beetz), EI 3 Sahulka

Fri, 19 May 17, 14.00-18.00: Corporate Law (Brugger), HS 17

Tue, 23 May 17, 14.00-17.00: Business Planning (Leitner), EI 3 Sahulka

Mon, 29 May 17, 13.00-15.00: Support Services - INiTS (Deretana), EI 3 Sahulka

Exam

Written Exam (Multiple-Choice), 1-hour

Three possible dates for selection:
Tue, 6 June 17, 17.00-18.00, Audi Max
Wed, 21 June 17, 17.00-18.00, Audi Max
Tue, 12 Sep 17, 18.00-19.00, Audi Max

Registration in TISS compulsory

Literature for the Exam (all available on TISS)

- Lecture slides from all units (except presentation by INiTS).
- Blank, S. (2013): Why the Lean Start-Up Changes Everything, Harvard Business Review, No 3., May.
- Dollinger, M. (2008): Entrepreneurship: Strategies and Resources, 4th Edition, 4th Edition, Marsh Publications, Lombard, Chapters 1-5.
- Osterwalder, A., Pigneur, Y. (2009): Business Model Generation, Preview (chapter 1).

Further literature

- Dollinger, M. (2008): Entrepreneurship: Strategies and Resources, 4th Edition, Marsh Publications, Lombard.
- Hisrich, R., Peters M., Shepherd, D. (2012): Entrepreneurship, 9th ed., MacGraw-Hill, New York.

Contact

Consultation on appointment per Mail or Telephone

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