

ENTREPRENEURIAL SKILLS MODULES

ENTREPRENEURSHIP FOR BEGINNERS 1

Nida Murad successfully completed the course Entrepreneurship for Beginners 1, which is part of the Entrepreneurial Skills Modules at Heidelberg University. The modules introduce participants to the topics of innovation, entrepreneurship and entrepreneurial skills. They teach competencies such as planning, judgment, leadership, responsibility and reflection as well as thinking visionary, working self-efficient and resource-oriented and in a team, taking risks and dealing with uncertainty.

The course Entrepreneurship for Beginners 1 is eligible for the Entrepreneurial Skills Certificate, which documents the successful completion of a broad basic education in the area of entrepreneurship.

Participants, upon successful completion of the combined modules, will be able to develop transfer strategies to transfer knowledge and innovations to society and industry. They will be able to apply their own skills to new areas to commercialize and promote innovations or ideas, to identify needs and match them with suitable ideas, to develop business models and implement them in the market and to present an idea in a short pitch successfully.

The course Entrepreneurship for Beginners 1 focused on the following topics:

- Theory and Definition of Entrepreneurship, Entrepreneurs and Startups
- History of Entrepreneurship
- Design Thinking, Lean Startup, Idea Generation, Business Model Canvas, Prototyping and Testing
- Elaboration of business models of active startups
- Startups and (International) Ecosystems
- Investors and Funding Options
- Networking, Pitching and Story Telling
- Entrepreneurship Trends: Social Entrepreneurship, Female Entrepreneurship and Diversity

The completion of the courses corresponds to a total of 3 ECTS.

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