

## **Application for supervision of a video thesis at E&I**

If you are interested in a video Bachelor thesis, please send an application for supervision to the E&I faculty. This is a one-page letter that shall convince the faculty that YOU can develop an educational video for an element of CL-1 (theory, method, tool, framework, etc.) – and thereby help future E&I students when learning.

To prepare the application, do the following:

1. Choose a CL-module to which you would like to contribute
2. Choose an element (theory, method, tool, framework, etc.) from the module that is “fit” for this format. This can be an element that you or your peers find abstract and hard to comprehend
3. Identify a case in practice that exemplifies the element
4. Read the video guideline and inform us on the type of video format you imagine to employ
5. Let us know with 1-2 sentences why you think are a good candidate for this thesis format (e.g. experience with video production, creativity proof, etc.)
6. Send the application to the respective CL-1 module expert(s)  
([name.surname@wu.ac.at](mailto:name.surname@wu.ac.at))

### **Module 1 Introduction to entrepreneurship and innovation**

Module experts: Monique Schlömmer

### **Module 2 Digital economy**

Module experts: Melina Mazzucato & Shtefi Mladenovska

### **Module 3 Individual and innovation**

Module experts: Thomas Pannermayr & Sophie Quach

### **Module 4 Sources of innovation & opportunity recognition**

Module experts: Richard Olbrecht & Thomas Pannermayr

### **Module 5 Sources of innovation: Application and implementation**

Module experts: Caroline Fabian & Monique Schlömmer

### **Module 6 Strategy for innovation: Technology analysis**

Module experts: Caroline Fabian & Shtefi Mladenovska

### **Module 7 Customer and needs analysis**

Module experts: Tina Monelyon

### **Module 8 Empirical research as strategy tool**

Module experts: Tina Monelyon & Benjamin Monsorno

### **Module 9 Market & Competition**

Module experts: Stefan Bolzenius & Sophie Quach

**Module 10** Cooperation and network

Module experts: Stefan Bolzenius & Melina Mazzucato

**Module 11** Strategy integration

Module experts: Benjamin Monsorno & Richard Olbrecht