



Entrepreneurship and Innovation Management in Germany (EIM)

Overview

This course offers students a strong grounding in how to start and grow a business in a dynamic market, using the Berlin startup scene as an example. Students will participate in the development of new innovative business models for real startups. As a result they will be able to identify the key success factors in entrepreneurship and apply models and tools of innovation and technology management.

Date

5–25 July 2020

Course Content

- Entrepreneurship in Berlin
- Innovation Management
- Berlin Startup Safari – workshop with startups

The course programme also includes:

- Study visits to companies and (political) institutions
- Module on German culture and society from an intercultural perspective

Course Language

English. Proof of English proficiency (TOEFL iBT 90 or equivalent) is required.

Prerequisites

Advanced undergraduate students of all fields (after two years of study) and graduate students with good standing. Letter of motivation required.

Number of Participants

20–25

Course Fees

€ 1650 (with accommodation)

€ 990 (without accommodation)

This includes tuition and application fees, health, accident and liability insurance, study visits, most parts of the culture and leisure time programme.

Credits

- 75 contact hours
- 60 contact hours incl. company and institutional visits
- 15 contact hours German culture and society
- Up to 7 ECTS credits

Accommodation

- Student hostel (double room)
- Arrival 5 July (move in), departure 25 July (move out)

Culture and Leisure Time Programme

The summer school team offers participants a wide variety of optional cultural and social events in Berlin and surrounding area (e.g. museums, boat trip, palaces, trips to Potsdam and Sachsenhausen) about twice a week.

Registration Deadline

- 1 April 2020
- 15 March 2020 for nominated students from partner universities

Contact, Enquiries and Registration

HWR Berlin Summer and Winter School

Email: summer@hwr-berlin.de

www.hwr-berlin.de/summerschools

Syllabus

Berlin is home to a flourishing startup scene and the HWR Berlin with its startup incubator, also plays a significant role in the city's entrepreneurial eco-system.

This course analyses key issues related to innovation management and entrepreneurship from a German perspective. It offers students a strong grounding in how to start and grow a business in a dynamic marketplace using Berlin's vibrant startup scene as an example. Students will learn, among other things how to write a business plan and present a pitch deck; apply models and tools of innovation and technology management; and understand property rights and venture capital financing. Hands-on experience will be gained through small projects in which students will develop innovative business models for real startups in the for-profit and non-profit sector.

For a more detailed syllabus, please email summer@hwr-berlin.de

Lecturers

Prof. Dr. Sven Ripsas, Prof. Dr. Andreas Zaby

* Course content/lecturers may be subject to change

Week 1: Entrepreneurship in Berlin

Day	Entrepreneurship in Berlin
1	<ul style="list-style-type: none">IntroductionTimmons FrameworkMyths of entrepreneurshipThe art of the start
2	<ul style="list-style-type: none">The entrepreneurial processBusiness model canvasDesign thinking and video prototyping
3	<ul style="list-style-type: none">Agile business planningEconomics of the venture
4	<ul style="list-style-type: none">Seed financingEconomics of the ventureProfit and loss statementAssessment: presentation of pitch decks
5	<ul style="list-style-type: none">Study visit to the German Startup Association

Week 2: Innovation Management: the Innovation Imperative for Corporations and Entrepreneurs

Day	Innovation Management
1	<ul style="list-style-type: none">Innovation as a core process<ul style="list-style-type: none">What is innovation and technology management and why does it matter?Models and modes of innovationThe industry life-cycle conceptProfiting from innovation: leaders and followers
2	<ul style="list-style-type: none">Finding and selecting opportunities for innovation<ul style="list-style-type: none">Sources of innovationOpen innovation and the shift from producer to user innovationInnovation networks and the German national innovation systemThe innovator's dilemma
3	<ul style="list-style-type: none">Basics of intellectual property rights<ul style="list-style-type: none">Patents and utility modelsCopyrights/trademarksRegistered designs and trade secrets
4	<ul style="list-style-type: none">Innovative ventures<ul style="list-style-type: none">Planning for innovative venturesFinancing innovative venturesVenture capital funds and the venture capital financing process
5	<ul style="list-style-type: none">Assessment: written test

Week 3: Berlin Startup Safari

Day	Berlin Startup Safari
1	<ul style="list-style-type: none">Kick-off
2	<ul style="list-style-type: none">Work with/for a startup in pre-defined project
3	<ul style="list-style-type: none">Work with/for a startup in pre-defined project
4	<ul style="list-style-type: none">Work with/for a startup in pre-defined project
5	<ul style="list-style-type: none">Assessment: project presentations

Weeks 1–4: Additional Module

German Culture and Society: Intercultural Perspectives
<ul style="list-style-type: none">Students will be exposed to various aspects of German culture and society through a series of site visits and reflective papersThe reflective papers (one per study week) should be related to an aspect of German culture and society and/or students' intercultural experience

