



HWR Berlin Summer School 2024

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 have developed a portfolio of design thinking skills and experiences that they can apply to a wide range of problems and industries.

Date

30 June – 20 July 2024

Course Content

- Entrepreneurship in Berlin
- Design Thinking in early stage startup development

The course programme also includes:

- Study visits to companies
- 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.

Number of Participants

20–25

Course Fees

€ 995 (without accommodation)

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

Credits

- 6 ECTS: Entrepreneurship & Innovation Management Programme
- 1 ECTS: German culture & society module
- Up to 7 ECTS credits

Accommodation

- Student hostel (double room)
- Arrival 30 June (move-in), departure 20 July (move-out)
- Optional booking upon request

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 2024
- 15 March 2024 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.

This course will provide students with a practical and hands-on approach to innovation, and equip them with skills that are highly sought after in today's fast-paced and rapidly changing business environment. By the end of the course, students will have developed a portfolio of design thinking skills and experiences that they can apply to a wide range of problems and industries.

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

Lecturers

Prof. Dr. Sven Ripsas, Prof. Dr. Hannes Kübel, Christian Klang (HWR Lecturer)

Week 1

Day	Entrepreneurship in Berlin
1	<ul style="list-style-type: none">• Introduction• Timmons Framework• Myths of entrepreneurship• The lean startup process
2	<ul style="list-style-type: none">• The entrepreneurial process• Business model canvas and lean canvas• Intro to design thinking and prototyping
3	<ul style="list-style-type: none">• Pitch decks for seed financing• Economics of the venture
4	<ul style="list-style-type: none">• Assessment
5	<ul style="list-style-type: none">• Meet and Greet with Berlin Entrepreneur

Week 2

Day	Design Thinking in early stage startup development
1	<ul style="list-style-type: none">• Kick-Off: Introduction, Organization, Startup Challenges, team building
2	<ul style="list-style-type: none">• Problem statement, Persona
3	<ul style="list-style-type: none">• Problem interviews, Point of view
4	<ul style="list-style-type: none">• Opportunities, Ideation
5	<ul style="list-style-type: none">• Prototyping I

Week 3

Day	
1	<ul style="list-style-type: none">• Testing I
2	<ul style="list-style-type: none">• Prototyping II
3	<ul style="list-style-type: none">• Testing I
4	<ul style="list-style-type: none">• Competitive positioning
5	<ul style="list-style-type: none">• Presentation of project work

Weeks 1–3: Additional Module

German Culture and Society: Intercultural Perspectives

- Students will be exposed to various aspects of German culture and society through a series of site visits and reflective papers
- The reflective papers (one per study week) should be related to an aspect of German culture and society and/or students' intercultural experience

* Course content/lecturers may be subject to change

Last but not least: Get more out of your summer school experience!

Combine this programme with our pre-departure course "Get ready for Berlin: Online German Language Crash Course"