



## Entrepreneurship and Innovation Management in Germany (EIM)

### Overview

Innovation and technology are among the key elements that determine business success. The programme analyses key issues surrounding innovation management and entrepreneurship from the German perspective.

### Date

3–23 July 2016 (three weeks)

### 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
- Introductory German language lessons

### 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. Motivation letter required.

### Number of Participants

20–25

### Course Fees

1500,- €

This includes tuition and application fees, accommodation, 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 language and culture at beginners level
- Up to 7 ECTS credits

### Accommodation

Student Hostel or Apartment (double room).

Arrival 3 July (move in), departure 23 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 2016
- 15 March 2016 for nominated students from partner universities

### Contact, Enquiries and Registration

Berlin School of Economics & Law / HWR Berlin  
Berlin International Summer School  
Email: [summer@hwr-berlin.de](mailto:summer@hwr-berlin.de)  
[www.hwr-berlin.de/summerschools](http://www.hwr-berlin.de/summerschools)

# Syllabus

The German economy ranks highly on innovation indicators such as research & development spending and patenting activity. Innovations “made in Germany” are being exported around the world. Being dynamic, international and creative, Berlin has become a European centre for start-ups, often being dubbed as the “Silicon Valley on the River Spree». The Berlin School of Economics and Law (BSEL) is deeply involved with the Berlin startup ecosystem: in its business incubator many young entrepreneurs have been encouraged to develop ideas and start their own businesses.

The programme offers students a strong grounding in how to start and grow a business in a dynamic market, using the

vibrant Berlin startup scene as an example. In small projects they will participate in the development of new innovative business models of real startups from the for-profit and non-profit sector. As a course result they will be able to identify the key success factors in entrepreneurship and apply models and tools of innovation & technology management.

For a more detailed syllabus, please contact us at [summer@hwr-berlin.de](mailto:summer@hwr-berlin.de)

## Lecturers

Prof. Dr. Sven Ripsas, Prof. Dr. Andreas Zaby  
(subject to change)

## Week 1: Entrepreneurship in Berlin

Students will be able to understand entrepreneurship as the iterative development of an innovative and value creating business model. They will identify and understand the key success factors in entrepreneurship, write a business plan, and present a pitch deck and learn to assess their own strengths and weaknesses as an entrepreneur.

Week 1 Entrepreneurship in Berlin	
Day 1	■ Introduction ■ Myths of Entrepreneurship
Day 2	■ The Entrepreneurial Process ■ Design Thinking and Video Prototyping
Day 3	■ Economics of the Venture ■ Agile Business Planning
Day 4	■ Entrepreneurial Finance ■ Raising Money for the Start
Day 5	■ Study visit to the Berlin Entrepreneurship Ecosystem ■ Test: Presentation of Pitch Decks

## Week 2: Innovation Management: the innovation imperative for corporations and entrepreneurs

Students will learn to understand and apply models and tools of innovation & technology management. They will identify sources of innovation and understand methods of appropriating value from innovation. Introductions to intellectual property rights and venture capital financing will be provided and you will be able to appreciate their role in protecting and funding innovation. Case examples from Germany and other countries will be used for illustration. You will also learn to appreciate scholarly contributions to this management discipline.

Week 2 Innovation Management	
Day 1	■ Models and modes of innovation ■ Profiting from innovation: leaders and followers
Day 2	■ Sources of innovation ■ Innovation networks and the German national innovation system
Day 3	■ Basics of intellectual property rights: Patents, trade marks, trade secrets
Day 4	■ Planning for innovative ventures ■ Venture capital and the financing process
Day 5	■ Study Visit ■ Exam

## Week 3: Berlin Startup Safari

Students gain insights into the work of the Berlin startup ecosystem. In small projects they will participate in the development of new innovative business models of real startups from the for-profit and non-profit sector. The week will result in a project report with lessons learned.

Week 3 Berlin Startup Safari	
Day 1	■ Kick-off: Joint workshops with startups
Day 2	■ Work with startup in pre-defined project
Day 3	■ Work with startup in pre-defined project
Day 4	■ Work with startup in pre-defined project
Day 5	■ Wrap-Up with project presentations