

COURSE DETAIL

INNOVATION AND ENTREPRENEURSHIP

Country

Germany

Host Institution

Technical University Berlin

Program(s)

Technical University Summer

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

106

UCEAP Course Suffix**UCEAP Official Title**

INNOVATION AND ENTREPRENEURSHIP

UCEAP Transcript Title

INNOVATN&ENTREPRENR

UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

This course explores current major themes in innovation and entrepreneurship, including human-centered design and innovation eco-systems. This practical course guides and accompanies students to create new valued products, services, or experiences, from idea generation through to business concept development and testing as well as pitching the developed business concept. The course discusses topics including human-centered design and innovation process to develop new products, services, or experiences; how to systematically explore, create and modify business-driven ideas; how to validate assumptions and test prototypes; the innovation and business creation eco-system; how to transform new ideas into valuable solutions considering their impact; leadership, team building, and managerial creativity competencies to work in and lead interdisciplinary teams; and how to present a concept in a pitch format.

Language(s) of Instruction

English

Host Institution Course Number

Host Institution Course Title

INNOVATION AND ENTREPRENEURSHIP

Host Institution Campus

TUBS

Host Institution Faculty

Host Institution Degree

Host Institution Department

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