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 Course Details
https://www.tu-berlin.de/menue/summer_university/term_1_on_campus/innovation_en...

Host Institution Campus
TUBS

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2022-2023

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