

COURSE DETAIL

STARTUP CRASH COURSE

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

116

UCEAP Course Suffix**UCEAP Official Title**

STARTUP CRASH COURSE

UCEAP Transcript Title

STARTUP COURSE

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course provides students with the knowledge of how to develop a start-up idea into a successful business model and how to win a startup pitch. The course offers knowledge on how to start a company and push it to success. The course consists of three main parts: the structured approach, hands-on experimentation, and feedback. The structured approach is given through lectures and case studies, which serve as a compass. The hands-on experiment consists of individual and group work where students use the new concepts and implement them to their business idea. Feedback comes from interaction with successful entrepreneurs and startup scene players. Students who develop a high quality business model may be put in contact with Berlin startup supporters.

Language(s) of Instruction

English

Host Institution Course Number

Host Institution Course Title

STARTUP CRASH COURSE

Host Institution Campus

TUBS

Host Institution Faculty

Host Institution Degree

Host Institution Department

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