

COURSE DETAIL

ENTREPRENEURSHIP AND START-UP CULTURE

Country

Germany

Host Institution

CIEE, Berlin

Program(s)

The Berlin Experience

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

115

UCEAP Course Suffix**UCEAP Official Title**

ENTREPRENEURSHIP AND START-UP CULTURE

UCEAP Transcript Title

ENTRPRNRSHP&STRT-UP

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course develops an understanding of the entrepreneurial process by working on a concrete and locally specific project and business plan. This course first examines the entrepreneurial cultures in the host country by comparison with that of the United States. On the basis of this contextual analysis, students reflect on their own values, goals and strengths, pitching ideas, forming teams and developing a business model. Special attention is paid to the results of the customer, market, and industry analysis that are used to develop a viable product. The course also investigates different forms of intellectual property rights and explains the first steps of strategic planning. After completing all the assignments, students pitch an entire business idea based on thorough research.

Language(s) of Instruction

English

Host Institution Course Number

BUSI 3013

Host Institution Course Title

ENTREPRENEURSHIP AND START-UP CULTURE

Host Institution Campus

CIEE Berlin

Host Institution Faculty

Host Institution Degree

Host Institution Department

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