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 Course Details
https://ciee.file.force.com/sfc/dist/version/download/?oid=00Di0000000ddow&ids=...

Host Institution Campus
CIEE Berlin

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

Print