



Syllabus: “STARTUP THINKING AND ENTREPRENEURIAL SPIRIT”
International School, Summer Semester 2024
Catharina Wassink, Economist, MBA Marketing Specialization

(a) Inhalt und Ansatz | Content and Approach

- **Overview:**

In a world where innovation drives success, this course empowers you with an entrepreneurial mindset crucial for standing out. It's not just about ideas; it's about making ideas happen. You'll dive into critical thinking, creativity, and continuous improvement, essential for navigating and succeeding in the startup ecosystem.
- **Entrepreneurial Mindset:**
 - Discover the essence of seeking change, taking initiative, and owning your path.
 - Learn to question critically, innovate, and creatively solve problems.
- **Skills for Startup Success:**
 - Gain tools and knowledge to identify opportunities, propose solutions, and take calculated risks.
 - Equip yourself with strategies to approach challenges with a new perspective and pursue entrepreneurial goals confidently.
- **Interactive Learning Experience:**
 - Experience dynamic learning through lectures, research, presentations, role-plays, and videos that bring entrepreneurial challenges to life.
 - Participate in group work and peer review for collaborative learning and personal growth.
- **Course Format:**
 - The course is conducted in-person to maximize interaction and engagement.
 - Advanced English/German proficiency is required to ensure full comprehension and participation.
- **Course Requirements:**
 - Regular attendance is mandatory, **with a requirement to attend at least 80% of all sessions to qualify for the exam.**
 - Team Formation: Students may freely form teams of up to 5 members. Completion of assignments on time is crucial for mastering the course content and qualifying for extra credit.
 - Engage in both online and offline activities designed to complement your learning and contribute to your final grade.
- **Certification and Effort:**
 - Upon successful completion, only exchange students will be awarded three (3) ECTS credits. Other students will receive a diploma certifying their participation in the activity.
 - Students should anticipate dedicating significant time to studying and engaging with course materials outside of scheduled sessions.
- **Access to Materials and Registration:**
 - All course materials, including slides and additional resources, will be accessible through Stud.IP.
 - Students must register for the course via Stud.IP. Direct me any registration issues.
 - Note that while slides are available for download, they do not substitute for class attendance, as not all syllabus content will be covered in slides.

(b) Qualifikationsziele | Learning Objectives

Dive into a journey that transforms your ideas into action. This course provides the tools to conquer the entrepreneurial world, from sparking innovative solutions to pitching with confidence. Get ready to turn challenges into opportunities and lead with creativity and resilience. Embrace the entrepreneurial spirit with a course designed to transform your vision into reality. Here's what you'll master:

- **Entrepreneurial Mindset:** Cultivate the mindset needed to seek out change, innovate, and take ownership of your entrepreneurial journey.
- **Problem-Solving:** Master the art of identifying problems and crafting creative solutions to seize opportunities.
- **Innovation and Creativity:** Learn to think outside the box and apply innovative approaches to service and product development.
- **Lean Startup Principles:** Dive into Lean Business Model Canvas and Customer Discovery to efficiently build and test your business ideas.
- **Business Planning:** Gain the skills to create compelling business plans that effectively communicate your vision.
- **Pitch Mastery:** Develop and refine your ability to pitch your business ideas persuasively to potential investors and partners.
- **Teamwork and Collaboration:** Enhance your ability to work effectively in teams, embracing diverse perspectives to drive success.
- **Adaptability:** Learn to adapt and continuously improve in the fast-paced, ever-changing startup environment.

(c) Kursstruktur | Course Structure

- **Frequency and Location:** Classes are scheduled weekly, taking place in Room H112.
- **Timing:** Every Thursday, from 17:00 to 18:30.
- **Enhanced Learning Components:**
 - Case Studies and Guest Speakers
 - Entrepreneurial Workshops
 - Pitch Practice Sessions.
 - Innovation Lab
 - Digital Entrepreneurship Module

(d) Kontakt | Contact

- CatharinaWassink@gmail.com
- +49 152 06573863

(e) Studien- und Prüfungsleistungen | Course Assessment

- **Grading:** Business Plan (50%), Business Pitch Talk (50%)
- **Schedule:** The assessments will take place on Friday, July 12th, 2024. 15:00. Details regarding the exact location will be provided through Stud.IP closer to the date.

Important Steps and Communication:

- **Exam Registration:** Make sure to register for both the written exam and the Pitch Talk through the QIS portal during the last two weeks of June.

Stay Informed: We'll use a Check Group for ongoing communication. Details about this group will be provided in class and via email.

I'm here for you! I'm just a click away,
If you have any questions or ideas, feel free to drop me an email or send a Whatsapp message.
Looking forward to a great learning journey together – let's make it enjoyable and enriching!