

Syllabus: “Startup Thinking and Entrepreneurial Spirit”

International School, Summer Term 2025
Catharina Wassink, Economist, MBA Marketing Specialization

“Make things happen.”

(a) Inhalt und Ansatz | Content and Approach

- This course is designed to cultivate an entrepreneurial mindset, focusing on seeking change and taking ownership of circumstances. Students will explore critical questioning, innovation, creativity, service, and continuous improvement. The course teaches how to identify problems, propose solutions, and seize opportunities for positive change. Students will gain the skills and strategies needed to succeed in the start-up world, enabling them to approach challenges with fresh perspectives, take calculated risks, and pursue entrepreneurial goals.
- Course Outline:
 - Entrepreneurial Mindset: Key characteristics of successful entrepreneurs
 - Innovation and Creativity: Encouraging innovation and problem-solving
 - Opportunity Identification: Techniques for identifying and evaluating opportunities
 - Lean Business Model Canvas: Creating and applying the Lean Canvas
 - Customer Discovery: Understanding customer needs and validating ideas
 - Business Planning: Crafting a startup business plan
 - Pitching and Communication: Develop and deliver compelling pitches
 - Teamwork and Leadership: Building and lead startup teams
 - Ethics and Social Responsibility: Navigating ethical responsibilities in entrepreneurship
- Enhanced learning components:
 - Case Studies and Guest Speakers
 - Workshops and Simulation Exercises
 - Structured Feedback Sessions
 - Digital Presence Module
- The course will be conducted as in-person sessions.
- Students are required to have at least an advanced level of English to fully engage with the course.
- Completion of assignments and regular attendance (minimum 80%) are mandatory for assessment. Completing assignments on time is essential for mastery of course content and for awarding extra credit.
- Students will be awarded 3 ECTS credits upon successful completion of the course. Regular attendance (minimum 80%) is required to be eligible for the exam.
- All participants are required to register for the course via Stud.IP, where all course materials will be available. If you encounter issues registering via Stud.IP, contact Catharina Wassink at CatharinaWassink@gmail.com. **Note:** The teaching materials on Stud.IP do not replace class attendance, as not all content will be covered.

(b) Qualifikationsziele | Learning Objectives

- By the end of the course, students will be able to:
 - understand the key characteristics of successful entrepreneurs.

- foster innovation and solve problems creatively.
- to identify, evaluate and act on business opportunities.
- use the Lean Business Model Canvas for planning.
- understand customer needs and validate business ideas.
- produce a comprehensive startup business plan.
- develop and deliver compelling business pitches with confidence.
- build, manage and lead effective startup teams.
- navigate the ethical considerations and responsibilities of entrepreneurship.

(c) Kursstruktur | Course Structure

- 2 weekly lecture hours
Thursday 17:00-18:30 | Room H 0112

(d) Kontakt | Contact

- Email: CatharinaWassink@gmail.com | +49 152 06573863

(e) Studien- und Prüfungsleistungen | Course Assessment

- Assesment: 50% business plan, 50% pitch talk.
- Examination date: 10/07/25
- It is required to register through QIS during 16/07/25 and 29/07/25 for assessment.
- 3 ECTS