

## Syllabus: “Startup Thinking and Entrepreneurial Spirit”

International School  
Summer Term 2021, Catharina Wassink, MBA Marketing Specialization

### (a) Inhalt und Ansatz | Content and Approach

- It is a way of thinking. It is an attitude to thinking that actively seeks change, rather than waiting to adapt to change. It is a way of dealing with situations where you feel empowered, motivated and able to take things into your own hands. It involves critical questioning, innovation, creativity, service and continuous improvement. You learn to see the problems, solutions and opportunities to propose ideas to make it better.
- To have an entrepreneurial spirit, you need to believe that anything is possible and have the tenacity to achieve it. Is being aware that your effort will improve your surroundings.

## "Make things happen"

### (b) Qualifikationsziele | Learning Objectives

- The course aims at increasing the students' ability to improve their confidence in dealing with their business ideas.
- Promote the entrepreneurial spirit in the university training process that induces the creation of companies based on knowledge and self-employment integrated into the national and regional business fabric.
- Generate a culture of internal change in companies based on the promotion of an entrepreneurial attitude.
- Change the paradigm of employability to that of entrepreneurship.
- Knowledge is transferred both theoretically and practically through practice exercises such as role plays as well as watching videos and reading some texts.

### (c) Kursstruktur | Course Structure

- 2 lecture hours per week | online **Thursday 17.00-18.30**

### (d) Kontakt | Contact

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### (e) Studien- und Prüfungsleistungen | Course Assessment

- Online activities, Startup Business Plan and Startup Pitch Talk and research
- 3 ECTS

## (f) Online Course Methodology

- **Please fill out the survey and Padlet I will send you once you subscribe by Stud.Ip.**
- You must have your own computer and Internet access to take this course. Basic computer audio/video equipment
- **During online classes students must turn on their video cameras.**
- You should plan on spending a minimum of 4-6 hours per week on this course.
- **The course will be held by BigBlueButton Meetings in Stud.IP.**
- The slides presented and discussed in class will be available on the Stud.IP. Slides can be downloaded for each class. The slides do not completely cover the entire syllabus. Therefore, it is necessary to participate in class.
- Each week, you will be expected to:
  - Check the Review of the Course Schedule and the week's learning objectives.
  - Complete all assigned readings.
  - Complete all lecture or video materials for the week.
  - Complete and submit all assignments and tests by the due.
- For the final grade students will have to send a Startup Business Plan and make a Startup.
- **We will have online activities that will help you learn more and get extra points to add to the final grade. Online class activities have the next Wednesday due date by midnight.**
- **No credit is given for late work.**
- Attendance will be measured both by virtual presence in the online course and student interaction with course learning materials and assignments.
- **You are expected to check your Stud.IP.**
- We will keep in contact by a WhatsApp Group and by email.
- I'm here for you! I'm just a click away, for any doubt or idea just send me an email or a private message by WhatsApp.
- See you online!