

Syllabus:

“Entrepreneurship Sandkasten Program”
Intercultural Courses for International Students

Coordinated by Catharina Wassink, Economist, MBA Marketing Specialization

(a) Inhalt und Ansatz | Content and Approach

The Entrepreneurship Sandkasten Program is offered to the HS Schmalkalden with mentors from Massachusetts Institute of Technology (MIT) Sandbox Innovation Fund Program.

The program provides mentorship, and tailored entrepreneurship education that empowers student innovators to explore ideas, take risks, and prepare to launch. The goal of the program is to enable any student — inspired to solve a problem with an innovative solution — to learn and experience entrepreneurship. The program will connect Innovators with tailored educational experiences, mentoring to nurture their creative ideas.

- Focused on student-driven entrepreneurship
- Supports students at all stages of the start-up process - from idea to launch
- Milestones and pace of work are flexible to accommodate academic and research obligations
- Guidance from experienced mentors is personalized to support moving team ideas forward

“Entrepreneurship is neither a science nor an art. It is a practice.”

– Peter Drucker

(b) Qualifikationsziele | Learning Objectives

At the end of the **Entrepreneurship Sandkasten Program**, the goal is to understand and have executed on the following objectives:

- Identify and define a problem or need
- Create an innovative solution or value proposition
- Define product
- Identify top customer segments
- Business assumptions hypothesis
- Validating the assumptions through this customer discovery setting specific goals per team for finding customers number of interviews and or service succinct value proposition
- Work on your MVP

(c) Kursstruktur | Course Structure

- This COIL (cooperative English-taught lecture between classes in different countries) - online and offline – Between Mentors from the MIT Sandbox Funding Program and Schmalkalden University of Applied Sciences (SUAS), Germany.
- Mandatory Activities: Monthly Online Meetings with the mentors (time and date to be set)

- Weekly progress expected.

(d) Kontakt | Contact

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(e) Studien- und Prüfungsleistungen | Course Assessment

- Teamwork activities, research work, presentations, and pitch talk.
- Attendance will be measured by meeting's attendance and student interaction with learning materials and course assignments.
- For the final grade, students must attend the monthly meetings and make a Final Pitch Talk.
- The Final Pitch Talk will be held on Friday 03.02.2023. The room/online access will be announced over Stud.IP.
- For the successful completion of the course, the students will be awarded three (3) ECTS.

(f) Kursmethodik | Course Methodology

- Only participants who have already attended the "Sandkasten Summer Customer Discovery Program" will be eligible.
- Online and offline activities
- We will keep in touch through a check group to be announced in class and via 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 phone.

See you! Catharina Wassink