



Syllabus:

“Startup Thinking and Entrepreneurial Spirit”

Intercultural Courses for International Students
Catharina Wassink, Economist, 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 surround.

“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
- Students learn and practice about:
 - Teamwork
 - Creativity
 - Design Thinking
 - Lean Business Model Canvas
 - Business Plan
 - Pitch Talk

(c) Kursstruktur | Course Structure

- The course takes once a week from 3rd of April, 2022
- Thursdays, from 17:00 to 18:30

(d) Kontakt | Contact

- catharinawassink@gmail.com
- +49 152 06573863

(e) Studien- und Prüfungsleistungen | Course Assessment

- Teamwork activities, Startup Business Plan and Startup Pitch Talk.
- 3 ECTS

(f) Course Methodology

- The course will be held Offline and/or Online (BBB, 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.
- We will have online and offline activities that will help you learn more and get extra points to add to the final grade. 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.
- For the final grade students will have to work on a Startup Business Plan (50%) and make a Startup Pitch Talk (50%).
- Maximum 5 students per group.
- We will keep in contact by a Check Group to be announced in class 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 telephone

See you! Catharina Wassink