Syllabus: “Start-Up-Thinking and Entrepreneurial Spirit”

International School
Winter Term 2019/20, 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. It means 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.
- The main learning objectives are:
  - 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 texts.

(c) Kursstruktur | Course Structure

- 2 lecture hours per week

(d) Kontakt | Contact

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(e) Studien- und Prüfungsleistungen | Course Assessment

- Written examination
- Oral presentation
- Class assignments and research.
- 3 ECTS