



CIEE Global Institute – Berlin

Course name:	Reinventing Berlin’s Economy after the Fall of the Wall
Course number:	ECON 3001 BRGE / BUSI 3006 BRGE
Programs offering course:	Berlin Open Campus (Business Track)
Language of instruction:	English
U.S. semester credits:	3
Contact hours:	45
Term:	Spring 2019

Course Description

This course introduces students to the highly dynamic economic transformation of the city of Berlin since the fall of the Iron Curtain. As former mayor Klaus Wowereit indicated through his now famous description of his city as “poor, but sexy”, Berlin has tried to turn its weakness (lack of financial capital) into a strength (wealth of cultural capital) by focusing heavily on “creative industries”, tourism and its world-famous club and art scenes. This course is designed to understand this transformation in all its economic and cultural ramifications, from the vibrant start-up culture to precarious employment patterns and unemployment; from the city’s rapid growth to the discontent with gentrification. In the process, we will also explore key concepts and theories for the study of metropolitan politics. Teaching tools include a use of a mix of lectures, student presentations, group discussions, videos, practical exercises, field trips and written assignments.

Learning Objectives

By the end of this course students should:

- Have a good understanding of Berlin’s post-reunification economic, social and cultural development, and an overview of the actors, forces and debates shaping that development;
- Be fluent in concepts and debates central to metropolitan studies, such as global city, creative city / class, gentrification, place branding, and Right to the City;



- Have learned how to read and analyze arguments (What is being argued in this text? How does the author mobilize evidence to support their claims? What makes an argument persuasive?);
- Be better able to articulate and defend their own arguments, in speech and in writing, using supporting evidence and critical thinking;
- Acquire a deeper passion and nuanced appreciation for the city of Berlin.

Course Prerequisites

None

Methods of Instruction

This course is taught through lecture, student presentations and in-class discussion, enhanced by site visits. Berlin has re-entered the global stage as the “poor but sexy” capital of Germany. But what exactly makes Berlin distinct? Which are the historic factors and contemporary social forces that lend the city its character? How can we systematically describe and analyze the urban fabric we see around us? More specifically, how does Berlin fare in the global competition for human, cultural and investment capital? And what consequences does participating in this competition have upon Berliners, old and new, the city, its infrastructure and natural environment? In this course, we will develop sustained answers to these questions with a specific focus on Berlin’s economic development after the fall of the Wall.

Assessment and Final Grade

1. Participation:	20%
2. Presentation:	20%
3. 2 response papers (15% each):	30%
4. 2 Tests (15% each):	30%
TOTAL:	100%

Council on International Educational Exchange™
HUMANIZING INTERNATIONAL RELATIONS SINCE 1947
300 Fore Street
Portland, ME 04101
207-553-4000

ciee.org



Course Requirements

Presentations

Each class, one or more students will give a 10-15 minute presentation on a text related to the topic of the day. Either the text will be assigned (if there are more than one for that session) or the students can pick their own. What we want to know from you is: what is the main argument of the text? What evidence does the author marshal to support it? How persuasive is it? And how does it relate to the other assigned text(s) for that day? You may also identify main themes and concepts, point out strengths and weaknesses, and give some background information on the text and authors, if you wish. PowerPoint presentations are not necessary (unless you have AV material).

Response Papers

Twice during the course, you will submit 1,200-word response papers engaging with specific questions detailed below.

Tests

Twice during the course, you will be asked to sit an in-class quiz to test your familiarity with the readings, knowledge of core concepts covered in class, reading comprehension and critical analysis skills.

Participation

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback



(after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

Attendance Policy

Regular class attendance is required throughout the program, and all unexcused absences will result in a lower participation grade for any affected CIEE course. Due to the intensive schedules for Open Campus and Short Term programs, unexcused absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Unexcused absences will lead to the following penalties:



<i>Percentage of Total Course Hours Missed</i>	<i>Equivalent Number of Open Campus Semester classes</i>	<i>Minimum Penalty</i>
Up to 10%	1 content classes, or up to 2 language classes	Participation graded as per class requirements
10 – 20%	2 content classes, or 3-4 language classes	Participation graded as per class requirements; written warning
More than 20%	3 content classes, or 5 language classes	Automatic course failure , and possible expulsion

Weekly Schedule

NOTE: this schedule is subject to change at the discretion of the instructor to take advantage of current experiential learning opportunities.

All primary (excerpts and complete book) and secondary texts will be provided by the instructor. Secondary literature will be provided as handout in class or on Canvas.



Sources for the presentations can be taken from course materials but should mainly be researched and studied independently. Both, the internet and libraries will provide for sufficient materials.

Week 1

Class 1:1 Introduction to Course
Reading exercise: How to read for argument

Week 2

Class 2:1 Reunification

Reading:

Heather M. Stack. "The 'Colonization' Of East Germany? A Comparative Analysis of German Privatization." *Duke Law Journal* 46.5 (1997): 1211-1253.

Elizabeth Strom. *Building the New Berlin: The Politics of Urban Development in Germany's Capital City*. Lanham and Oxford: Lexington Books, 2001. Chapter 6: "Economic and Fiscal Crisis"

Class 2:2 Building the New Capital

Reading:

Claire Colomb. *Staging the New Berlin. Place-Marketing and Politics of Urban Reinvention Post-1989*. New York: Routledge, 2012, 144-68.

Class 2:3 Site Visit to Potsdamer Platz

We take a walk through Potsdamer Platz recording, visually and in writing, the old and the new, sights of loss (disappearance, displacement, memorialization,



nostalgia, etc.) and sights of change (urban renewal, progress, etc.). Is history always written by the winners?

Week 3

Class 3:1 The Creative Class and The Creative City

Reading:

Richard Sennett. "Capitalism and the City." Presentation for cITy symposiums: *Daten zur Stadt unter den Bedingungen der Informationstechnologie*, ZKM-Karlsruhe, 2000.

Sean Andrew Chen. "Questioning the Cult of the Creative Class." *Next City*, 26 June 2012.

Response Paper Due:

Describe in 2 pages your experiences and impressions walking in Potsdamer Platz drawing the concepts and approaches we learned during the first two weeks of the course. Merge personal experience with an analysis of the readings! Has Berlin lived up to its metropolitan ambitions from the 90s? At what cost? How do you personally appreciate the development of Potsdamer Platz into its current form?

Class 3:2 Branding Berlin

Test I: pertaining to readings up until and including this date

Reading:

Claire Colomb. *Staging the New Berlin*. "Marketing the Creative City. 2001-2011" (222-66)



Week 4 Berlin's Economic Drivers and Their Critics

Class 4:1 Berlin Subcultures and the Commodification of Dissent

Reading:

"An Alternative History of the Fall of the Wall."

<http://www.electronicbeats.net/analternative-history-of-the-fall-of-the-berlin-wall/>

Ingo Bader and Albert Scharenberg. "The Sound of Berlin: Subculture and the Global Music Industry." *International Journal of Urban and Regional Research* 34.1 (2010): 76-91.

Class 4:2 Gentrification and Revanchism

Reading:

Neil Smith. "Gentrification in Berlin and the Revanchist State." (Interview with Andrej Holm). 2007. <http://einstellung.so36.net/en/ps/524>

Sabrina Apicella et al. "In the Eye of the Storm. Urban Transformations in Berlin – Realities for Crisis and Perspectives for Social Struggle." *Teaching the Crisis*, 2013.

<http://teachingthecrisis.net/in-the-eye-of-the-storm-urban-transformations-in-berlinrealities-of-crisis-and-perspectives-for-social-struggles/>

Week 5 Urban Development, Renewal and Contestation

Class 5:1 Start-up Prosperity

Reading:



Stephen Hill. "The Starup Illusion." The American Academy in Berlin, 23rd May 2017.

<http://www.americanacademy.de/2017/05/23/the-startup-illusion/>

Lucie Heath. "Will Google Finally Ruin Kreuzberg for Good?"

https://www.vice.com/en_uk/article/9kqbyp/will-google-finally-ruin-kreuzberg

Berlin Startup Map: <http://blog.honeypot.io/berlin-startup-map>

Class 5:2 Tourism and Hospitality

Reading:

Johannes Novy. "Berlin Does Not Love You." In Andrej Holm (ed.) *Reclaim Berlin: Soziale Kämpfe in der neoliberalen Stadt*. Berlin/Hamburg: Assoziation A, 2013.

Al-Jazeera interview with Ada Colau:

<https://www.youtube.com/watch?v=tLopMK1JCbU>

Class 5:3 Site Visit: Kottbusser Tor & Surroundings

We split into groups of 1-4. In the span on three hours, please visit and hang out in two of the following three locations: Café Kotti, Südblock and betahaus, representing different poles of the Kottbusser Tor area. Ask yourself: Who are the patrons using these spaces? Try to situate them demographically (age, gender, ethnicity, class and cultural capital). How do they use these spaces? What are they consuming and for what prices? Read the flyers and posters hanging around in these spaces and try to form an opinion about the life-worlds that exist around them. Finally, reflect on the relation of these two places to the surrounding neighborhood and to one another.



Week 6

Class 6:1 Discussion of Site Visit and Review

Second Response Paper Due

Recommended Reading:

“Refugees Won’t Plug German Labor Gap.”

<http://www.politico.eu/article/refugees-wont-plug-german-labor-gap-asylum-employment-skills-gap/>

Class 6:2 Conclusions and Final Test

Test 2 will pertain to readings covered since midterm

Readings

Claire Colomb. *Staging the New Berlin. Place-Marketing and Politics of Urban Reinvention Post-1989*. New York: Routledge, 2012.

Richard Florida. *Who’s Your City. How the Creative Economy Is Making Where to Live the Most Important Decision of Your Life*. New York: Basic Books, 2008.

Saskia Sassen. “The Global City: Introducing a Concept.” *Brown Journal of World Affairs*. 11.2 (2005): 27-43.

Heather M. Stack. “The ‘Colonization’ Of East Germany? A Comparative Analysis of German Privatization.” *Duke Law Journal* 46.5 (1997): 1211-1253.



Elizabeth Strom. *Building the New Berlin: The Politics of Urban Development in Germany's Capital City*. Lanham and Oxford: Lexington Books, 2001.

Karen E. Till (ed.). *The New Berlin: Memory, Politics, Place*. Minneapolis: University of Minnesota Press, 2006.

Online Resources

Airbnb vs. Berlin: <http://www.airbnbvsberlin.com/http://www.airbnbvsberlin.com/>

An Alternative History of the Fall of the Wall: <http://www.electronicbeats.net/an-alternative-history-of-the-fall-of-the-berlin-wall/>

Sabrina Apicella et al. "In the Eye of the Storm. Urban Transformations in Berlin – Realities for Crisis and Perspectives for Social Struggle." *Teaching the Crisis*, 2013. <http://teachingthecrisis.net/in-the-eye-of-the-storm-urban-transformations-in-berlin-realities-of-crisis-and-perspectives-for-social-struggles/http://teachingthecrisis.net/in-the-eye-of-the-storm-urban-transformations-in-berlin-realities-of-crisis-and-perspectives-for-social-struggles/>

Jeroen Beekmans. "MediaWharf And MediaSpree: A Comparative Analysis, Part 2." <http://popucity.net/mediawharf-and-mediaspree-a-comparative-analysis-part-2/http://popucity.net/mediawharf-and-mediaspree-a-comparative-analysis-part-2/>

Berlin's Investment Advantages at a Glance. <http://www.businesslocationcenter.de/en/business-locationhttp://www.businesslocationcenter.de/en/business-location>



Stuart Braun. "Help! The Post-Tourists Are here..." Interview with Johannes Novy. ExBerliner 1 July 2010. <http://www.exberliner.com/features/lifestyle/help-the-post-tourism-tourists-are-here/http://www.exberliner.com/features/lifestyle/help-the-post-tourism-tourists-are-here/>

Klaus Doerre. "Germany after the Crisis: Employment Miracle or Discriminating Precarity." Jena, 2011. https://www.tcd.ie/policy-institute/assets/pdf/Dorre_Speech_March11.pdf

"Europe's Silicon Allee: Europe on the Road to Becoming a Startup Mecca." <http://www.spiegel.de/international/business/europe-s-silicon-allee-berlin-on-the-road-to-becoming-a-start-up-mecca-a-758097.html>

Haben & Brauchen Manifesto. Berlin, 2012. http://www.habenundbrauchen.de/wp-content/uploads/2012/01/HB_web_english_neu.pdfhttp://www.habenundbrauchen.de/wp-content/uploads/2012/01/HB_web_english_neu.pdf

Joshua Hammer. "How Berlin's Futuristic Airport Became a \$6 Billion Embarrassment." Bloomberg News, 23 July 2015. <http://www.bloomberg.com/news/features/2015-07-23/how-berlin-s-futuristic-airport-became-a-6-billion-embarrassment>

Sandra Huning and Johannes Novy. "Tourism as an Engine of Neighbourhood Regeneration? Some Remarks Towards a Better Understanding of Urban Tourism beyond the 'Beaten Path'." CMS Working Paper Series 006-2006. https://www.geschundkunstgesch.tu-berlin.de/uploads/media/006-2006_03.pdfhttps://www.geschundkunstgesch.tu-berlin.de/uploads/media/006-2006_03.pdf



“It’s a Myth that Startups Drive Economic Growth.” <http://www.theglobeandmail.com/report-on-business/small-business/startups/its-a-myth-that-startups-drive-economic-growth/article7361963/>

“Refugees Won’t Plug German Labor Gap.” <http://www.politico.eu/article/refugees-wont-plug-german-labor-gap-asylum-employment-skills-gap/>

“The Next Disaster? Berlin Lays Cornerstone of Troubled Palace.” <http://www.spiegel.de/international/germany/berlin-lays-cornerstone-on-controversial-palace-project-a-905366.html><http://www.spiegel.de/international/germany/berlin-lays-cornerstone-on-controversial-palace-project-a-905366.html>

Frithjof Wodarg and Max Zuckerman. “Stop Gentrification: Take Your Right to the City.” *Humanity In Action*, 2009. <http://www.humanityinaction.org/knowledgebase/31-stop-gentrification-take-your-right-to-the-city>

“Why Startups Are Good for the Economy.” <http://www.deskmag.com/en/why-startups-are-good-for-the-economy-coworking-spaces-374><http://www.deskmag.com/en/why-startups-are-good-for-the-economy-coworking-spaces-374>