



CIEE Global Institute – Berlin

Course name:	Entrepreneurship and Start-up Culture in Europe
Course number:	(GI) BUSI 3008 BRGE
Programs offering course:	Berlin Open Campus, Berlin Global Architecture and Design
Open Campus Track:	Business
U.S. semester credits:	3
Contact hours:	45
Term:	Spring 2020

Course Description

Students develop an understanding of the entrepreneurial process by working on a concrete and locally specific project and business plan. In order to allow students to develop their business plans within a specific European market, this course first examines the entrepreneurial cultures in Europe by comparison with that of the United States. On the basis of this contextual analysis, students reflect on their own values, goals and strengths, pitching ideas, forming teams and developing a business model. Special attention is paid to the results of the customer, market and industry analysis that are used to develop a viable product. The course also investigates different forms of intellectual property rights and explains the first steps of strategic planning. After completing all the assignments, students will be able to pitch an entire business idea based on thorough research. Company visits and guest lectures from local entrepreneurs allow students to witness and discuss entrepreneurship in action.

Learning Objectives

This course will equip students with the following:

- An understanding of what an entrepreneur is, his/her psychology, and what motivates a person to become an entrepreneur.
- A practical knowledge of the concept of entrepreneurship and its role in the creation of jobs in economies, with a special emphasis on minority entrepreneurship in Germany.
- An ability to understand the specific national environments that provide space for the creation of entrepreneurial and innovative ideas, including financing and other governmental support for the creation and development of start-ups.

Course Prerequisites

None required, although a keen interest in entrepreneurship would be an advantage for the class.



Methods of Instruction

The course will be highly interactive between the instructor and the students. Students are expected to do the required readings before class so they can discuss the material among themselves and with the instructor. PowerPoint presentations, including short video clips, will be used by the instructor to introduce the material. Required readings will be assigned in advance to allow students to read, digest and prepare questions for more and interactive classroom discussion. The list of online references at the end of the syllabus includes articles from newspapers, periodicals and magazines that will also constitute mandatory reading for the exams. These articles are meant to provide additional topical material to the book chapters to be read each week (see “Weekly Schedule” below).

Assessment and Final Grade

Students will be assessed according to the following criteria:

1. Midterm exam:	20%
2. Final exam:	25%
3. Two response papers (7.5% each):	15%
4. In-class group presentation:	20%
5. Participation:	20%
TOTAL:	100%

Course Requirements

An open-book midterm and final examination, an in-class group presentation, as well as attendance and class participation constitute the course requirements.

Midterm and Final Exams

The midterm examination will consist of the material covered during the first three weeks of class, including the PowerPoint presentations by the instructor, the readings assigned for those weeks and the in-class discussions. You will be asked to write three short essays on that material and should bring all the material and notes to class. You will be expected to write one page per question in clear and concise English, with well-structured sentences and applying the business language/vocabulary used in class. Likewise, the final examination will cover all the course material for a similar examination.

Response Papers

The two response papers are due on the last day of class in weeks 2 and 4. They should be 600 words in length and should consist of a brief summary of a visit to a local start-up in Berlin,



involving, for instance, an interview with an entrepreneur at Rocket Internet, (housing at least 20 start-ups to choose from); at hub:raum (accelerator); or at Adlershof Technology Park (which houses over 1,000 businesses and 16 scientific institutions). The purpose of the visits / interviews is to gain insights into German entrepreneurship. They should be conducted in small groups or with a partner. One of the visits, however, will be with a manager at one of these business development centers, together with the professor.

Oral Presentation

The in-class presentation will be delivered by the students in groups of no more than 4 students. Each member of the group will choose a topic on entrepreneurship in Europe, provided by the instructor on the first day of class. The presentation should be in PowerPoint format and each group participant will present a part of it, although all members should be familiar with the whole topic; the presentation should not last more than 15 minutes and will be followed by a Q&A session. It is of utmost importance to give examples and illustrate entrepreneurial practices with real-life examples from different countries, be they developed (e.g. Western Europe) or emerging (e.g. Eastern Europe) economies.

Participation

As part of your work in this course, students should demonstrate learning beyond the submission of written assignments or presentations. As such, all students receive grades based upon 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. Students are also expected to prepare 3 – 5 questions to ask guest speakers in class and during business visits. Questions should be submitted via Canvas beforehand.

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	No academic penalty
10 – 20%	2	Reduction of final grade
More than 20%	3 content classes, or 4 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.

Week 1

Class 1:1 Introduction to Entrepreneurship in the European Context
The idea of entrepreneurship is as old as humankind. The course will start with an introduction to the beginnings of entrepreneurship in the European context. Students will be encouraged to juxtapose American conceptions / myths of entrepreneurship (“self-made man”) against the European model.

Reading:

The Economist: Les Miserables; European Commission, 2012, Chapter 1; European Commission, 2010, Chapter 1.

Week 2

Class 2:1 Entrepreneurship: Definitions and Background
Different definitions from different academic disciplines (psychology, sociology, history, anthropology) will be brought forth for a complete view of what entrepreneurship is.

Reading:

The Guardian: “The Psychology of Entrepreneurship: Have You Got What It Takes?”

Class 2:2 From Idea to the First Business Model
Topics: Business model development
Reading:
European Commission, 2010, Chapter 2.

Class 2:3 Site visit to a start-up based at Rocket Internet, which is home to more than 20 start-ups



First response paper due.

Week 3

Class 3:1

The Makings of an Entrepreneur: Born or Made?

The debate over whether an entrepreneur is born or made will be presented with arguments from various disciplines, ranging from psychology to economics. At the core of this debate are issues such as what, if anything, society can / should do to foster entrepreneurship or whether this motivated form of economic development is inherent in some people and communities.

Reading:

The Economist: Where Creators are Welcome; European Commission, 2010, Chapter 8.

Class 3:2

Midterm Exam

Do not forget to bring with you all material covered in class as well as readings and notes!

Week 4

Class 4:1

Money Issues: Different Sources of Capital for Entrepreneurs

Sources of funding for new ventures will be explained and pros / cons of each one will be debated.

Reading:

Investor's Digest: Make It Rain: Seeking Seed Money from the Crow; European Commission, 2012, Chapter 6.

Class 4:2

Marketing, Market Sizing, and Finance

Topics: Market & Industry Analysis, Marketing, Organizational Structure, Founding Team

Second response paper to be handed in.



Week 5

Class 5:1

The Role of Governments in Fostering Entrepreneurship

Local and regional governments' role in bringing about or hindering an entrepreneurial environment will be discussed. Particular emphasis here is on state investment as competitive edge against other cities / regions / countries. Does this investment pay off? Can government drive entrepreneurship or does it get in the way? We will discuss efforts by the government of Berlin especially.

Reading:

The Lisbon Council: Driving Public Entrepreneurship: Government as a Catalyst for Innovation and Growth in Europe.

Class 5:2

In-class presentations

The in-class presentation will be delivered by the students in groups of no more than 4 students. Each member of the group will choose a topic on entrepreneurship in Europe, provided by the instructor on the first day of class.

Class 5:3

Guest lecture from local entrepreneur based at hub:raum (accelerator)

Week 6

Class 6:1

How is Entrepreneurship Developed and Sustained for Long-term Growth?

Information on the future of entrepreneurship in Europe will be presented, after a brief recap of the "landscape" currently already in place.

Reading:

Entrepreneur Magazine: The Best Business Advice You Will Ever Get; European Commission, 2012, Chapter 5; Hoffmann, "Promoting Entrepreneurship – What are the Real Policy Challenges For the European Union?"



Class 6:2

Recap and Conclusions

Final Exam

Readings

European Commission. *Entrepreneurship in the EU and Beyond*. 2010. Online publication:
http://ec.europa.eu/commfrontoffice/publicopinion/flash/fl_283_en.pdf

European Commission. *Report on The Results of Public Consultation On the Entrepreneurship 2020 Action Plan*. 2012. Online link:
http://ec.europa.eu/enterprise/policies/sme/files/entrepreneurship-2020/final-report-pub-cons-entr2020-ap_en.pdf

Hoffmann, Anders, N. "Promoting Entrepreneurship – What are the Real Policy Challenges for the European Union?" 2011. In Edmund S. Phelps and Hans-Werner Sinn (Eds.), *Perspectives on the Performance of the Continental Economies*.

OECD. *The Missing Entrepreneurs: Policies for Inclusive Entrepreneurship in Europe*. 2014. Print.

Online Resources

Entrepreneur Magazine: The Best Business Advice You Will Ever Get
<http://www.entrepreneur.com/article/234929>

Investor's Digest: Make It Rain: Seeking Seed Money from the Crowd
<http://www.investorsdigest.com/archives/7037>

The Economist: Les Miserables
<http://www.economist.com/node/21559618>

The Economist: Where Creators Are Welcome
<http://www.economist.com/node/21556636>



The Guardian: The Psychology of Entrepreneurship: Have You Got What It Takes?

<http://www.theguardian.com/women-in-leadership/small-business-blog/2013/dec/05/psychology-entrepreneurs-starting-new-business>

The Lisbon Council: Driving Public Entrepreneurship: Government as a Catalyst for Innovation and Growth in Europe

<http://www.lisboncouncil.net/publication.html>

Links to German incubators/accelerators/technology parks:

Adlershof Technology Park <http://www.adlershof.de/en/homepage/>

Hub:raum. <https://www.hubraum.com/>

The InnoKolleg. <http://www.gruenderzentren-in-berlin.de/en/>

Rocket Internet <https://www.rocket-internet.de/>

Harvard Business Case Studies:

Can Growth Entrepreneurship Take Root in Denmark's Central Region?

Experience-Wine.com: The Monte Lauro Vineyards Story

Given Imaging Ltd. - First We Take Manhattan, Then We Take Berlin?

Onergy: Developing a Social Entrepreneurship Start-up Brand

The Challenges of International Entrepreneurship at Expatica.com