

# HWR Berlin Summer School 2025

## Entrepreneurship and Innovation Management in Germany (EIM)

### Overview

This course offers students a strong grounding in how to start and grow a business in a dynamic market, using the Berlin startup scene as an example. Students will participate in the development of new innovative business models for real startups. As a result they will have developed a portfolio of design thinking skills and experiences that they can apply to a wide range of problems and industries.

### Date

29 June – 19 July 2025

### Course Content

- Entrepreneurship in Berlin
- Design Thinking in early stage startup development

### The course programme also includes:

- Study visits to companies
- Module on German culture and society from an intercultural perspective

### Course Language

English. Proof of English proficiency (TOEFL iBT 90 or equivalent) is required.

### Prerequisites

Advanced undergraduate students of all fields (after two years of study) and graduate students with good standing.

### Number of Participants

20–25

### Course Fees

€ 995 (without accommodation)

This includes tuition and programme fees, health, accident and liability insurance, study visits, most parts of the culture and leisure time programme.

### Credits

- 6 ECTS: Entrepreneurship & Innovation Management Programme
- 1 ECTS: German culture & society module
- Up to 7 ECTS credits

### Accommodation

- Student hotel (double room)
- Arrival 29 June (move-in), departure 19 July (move-out)
- Optional booking upon request

### Culture and Leisure Time Programme

The summer school team offers participants a wide variety of optional cultural and social events in Berlin and surrounding area (e.g. museums, boat trip, palaces, trips to Potsdam and Sachsenhausen) about twice a week.

### Registration Deadline

- 1 April 2025
- 15 March 2025 for nominated students from partner universities

### Contact, Enquiries and Registration

HWR Berlin Summer and Winter School

Email: [summer@hwr-berlin.de](mailto:summer@hwr-berlin.de)

[www.hwr-berlin.de/summerschools](http://www.hwr-berlin.de/summerschools)

# Syllabus

Berlin is home to a flourishing startup scene and the HWR Berlin with its startup incubator, also plays a significant role in the city's entrepreneurial eco-system.

This course analyses key issues related to innovation management and entrepreneurship from a German perspective. It offers students a strong grounding in how to start and grow a business in a dynamic marketplace using Berlin's vibrant startup scene as an example.

This course will provide students with a practical and hands-on approach to innovation, and equip them with skills that are highly sought after in today's fast-paced and rapidly changing business environment. By the end of the course, students will have developed a portfolio of design thinking skills and experiences that they can apply to a wide range of problems and industries.

For a more detailed syllabus, please email [summer@hwr-berlin.de](mailto:summer@hwr-berlin.de)

## Lecturers

Prof. Dr. Sven Ripsas, Prof. Dr. Hannes Kübel, Christian Klang (HWR Lecturer)

## Week 1

Day	Entrepreneurship in Berlin
1	<ul style="list-style-type: none"><li>Introduction</li><li>Timmons Framework</li><li>Myths of entrepreneurship</li><li>The lean startup process</li></ul>
2	<ul style="list-style-type: none"><li>The entrepreneurial process</li><li>Business model canvas and lean canvas</li><li>Intro to design thinking and prototyping</li></ul>
3	<ul style="list-style-type: none"><li>Pitch decks for seed financing</li><li>Economics of the venture</li></ul>
4	<ul style="list-style-type: none"><li>Assessment</li></ul>
5	<ul style="list-style-type: none"><li>Meet and Greet with Berlin Entrepreneur</li></ul>

## Week 2

Day	Design Thinking in early stage startup development
1	<ul style="list-style-type: none"><li>Kick-Off: Introduction, Organization, Startup Challenges, team building</li></ul>
2	<ul style="list-style-type: none"><li>Problem statement, Persona</li></ul>
3	<ul style="list-style-type: none"><li>Problem interviews, Point of view</li></ul>
4	<ul style="list-style-type: none"><li>Opportunities, Ideation</li></ul>
5	<ul style="list-style-type: none"><li>Prototyping I</li></ul>

## Week 3

Day	
1	<ul style="list-style-type: none"><li>Testing I</li></ul>
2	<ul style="list-style-type: none"><li>Prototyping II</li></ul>
3	<ul style="list-style-type: none"><li>Testing II</li></ul>
4	<ul style="list-style-type: none"><li>Competitive positioning</li></ul>
5	<ul style="list-style-type: none"><li>Presentation of project work</li></ul>

## Weeks 1–3: Additional Module

### German Culture and Society: Intercultural Perspectives

- Students will be exposed to various aspects of German culture and society through a series of site visits and reflective papers
- The reflective papers (one per study week) should be related to an aspect of German culture and society and/or students' intercultural experience

\* Course content/lecturers may be subject to change

**Last but not least: Get more out of your summer school experience!**

Combine this programme with our add-on "Cross-Cultural Management"