



# HWR Berlin Summer School 2021

## Global Startup Class (Online)

### Overview

Global Startup Class is an interactive online summer school where students learn to think and act like a global entrepreneur and acquire important business skills. We will discuss how to start and grow a business in a dynamic global economy, using Berlin's vibrant and international startup ecosystem as an example. Students are not required to bring their own business idea.

At the end of this course, students will be able to identify the key success factors in global entrepreneurship, practice reverse business modelling and apply models and tools of innovation & technology management. They will meet like-minded students from all over the globe as well as startup founders and innovation managers from Berlin.

### Date

28 June – 9 July 2021 (2 weeks)

### Course Content

- The art of starting a business: Lean Startup, Design Thinking, Effectuation and co.
- Innovation process: Key factors in developing new products and services
- Challenges in scaling businesses globally

### Course structure

- Team workshop sessions (50%)
- Assignments, peer reviews and self-study (50%)

### Course Language

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

### Prerequisites

Upper undergraduate students (after two years of study) or graduates with good standing. Letter of motivation required.

### Number of Participants

15–25

### Course Fees

€ 630

### Credits

4 ECTS credits

### Registration Deadline

15 May 2021

### Contact, Enquiries and Registration

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HWR Berlin Summer and Winter School

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# Syllabus

Participants of this programme will develop a thorough understanding about the development of various types of innovations and business models in the context of a global economy. The focus is on startups, but participants will gain a corporate innovation perspective as well. Students are encouraged to reflect upon their strengths in the process of developing innovations.

## Lecturers

Prof. Dr. Sven Ripsas  
Prof. Dr. Andreas Zaby

## Course delivery

This online course combines daily team workshop sessions (Mon – Fri, 3 hours) with remote self-study and assignments.

The time for the daily workshop sessions is

2:00 - 5:00 pm Berlin, Germany, CEST  
7:00 - 10:00 am Mexico City, Mexico, CDT  
8:00 - 11:00 am New York, USA, EDT  
5:30 - 8:30 pm Pune, India, IST  
8:00 - 11:00 pm Singapore, Singapore, SGT  
10:00 pm - 1:00 am Sydney, Australia, AEST

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

## Week 1

Day	Content
1	Myths of entrepreneurship The art of the start, effectuation
2	The entrepreneurial process Lean Canvas and problem-solution-fit
3	Innovation and technology management Open innovation and the shift from producer to user The innovator's dilemma
4	Patents and utility models, copyrights, trademarks Registered designs and trade secrets
5	Planning for innovative ventures Venture capital funds and the venture capital financing process

## Week 2

Day	Content
1	Agile Business Planning Prototyping and pivoting Economics of the Venture
2	User-centered innovation Design Thinking and video prototyping
3	Economics of the venture Startup and innovation metrics (Startup Cockpit) Financing, profits and losses
4	Startups going global, global innovations Internationalization strategies Market sizing
5	Pitching a startup idea Final presentations

\* Course content/lecturers may be subject to change