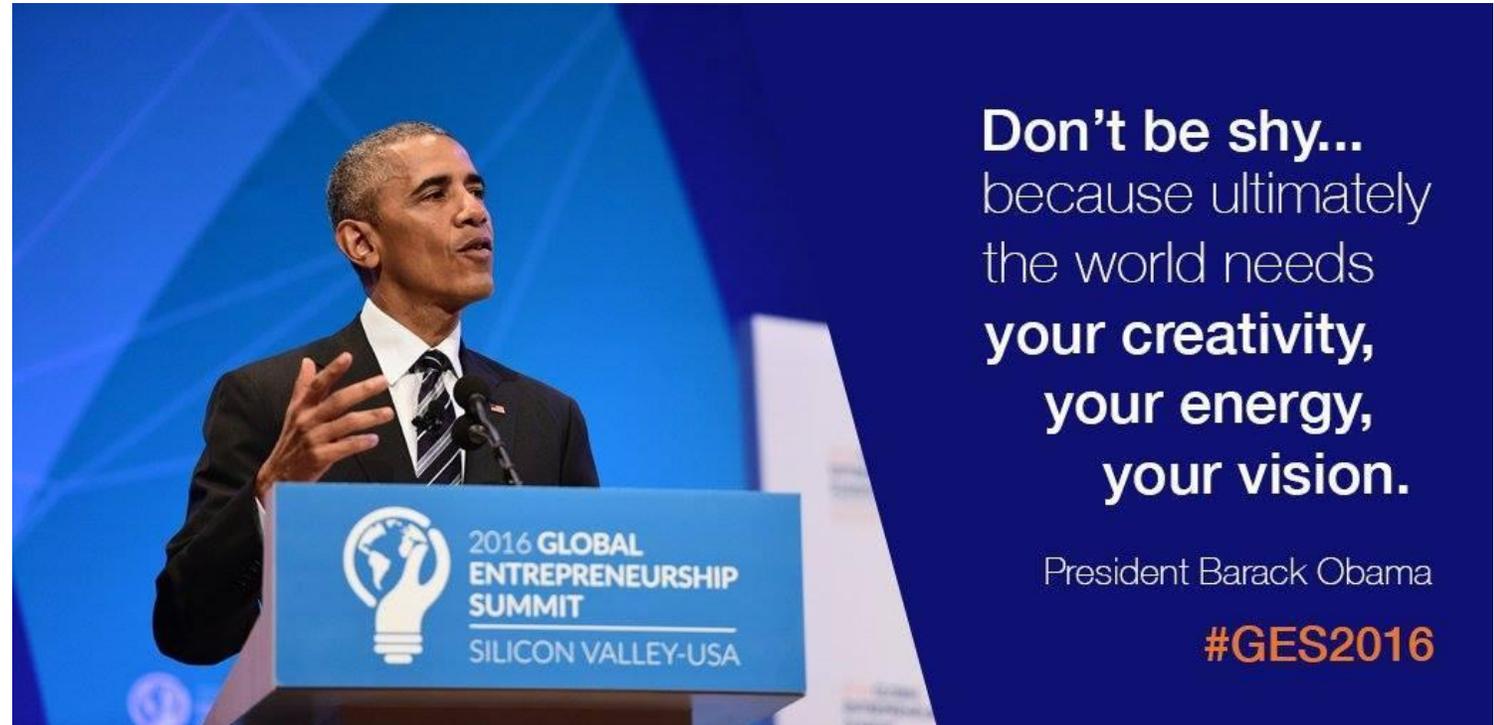


TEASER

INTERNATIONAL ENTREPRENEURSHIP

- Summer Semester 2019
- 6 ECTS entrepreneurship elective for IMES
- block lectures and a block seminar in the form of a field trip
- Number of places limited to 30!
- Participants chosen by lot



CONTENT or WHY IS INTERNATIONAL ENTREPRENEURSHIP IMPORTANT??

The focus of “International entrepreneurship” will be on cross border opportunities. Simply speaking during the course we want to find out:

1. How do opportunities emerge?
2. How to systematically identify and evaluate opportunities in an international context?
3. Which opportunities actually exist abroad and how could those opportunities be implemented in your home countries?



Although (radical) innovation is regarded by many scholars as an integral part of entrepreneurship (e.g. Schumpeter, 1934), it is foremost arbitrage which brings about profit opportunities for entrepreneurs and has the most influence on economic development (e.g. Anokhin and Wincent, 2009). We will therefore mostly focus on **market innovation** not on technological innovation. The success story of Berlin-based “Rocket Internet” successfully implementing ideas from abroad (mostly from US) in Germany is a proof that international arbitrage opportunities often bring about immense profit potential.

However, successful arbitrage not only leads to short term profit but also to innovation in the long run. The example of the Polish bus producer SOLARIS shows that implementing established ideas (ordinary bus production) in more favorable economic environments brings about huge profit potentials which in the long run allow you to be more innovative than others. Thus, 15 years after its foundation Solaris is leading in the production of innovative electric and hybrid buses.



FIELD TRIP

The course is divided into a regular lecture organized in (one or several) blocks and an obligatory seminar.

As the course obviously has an international focus the seminar will take place in the form of a field trip to Poland, currently **Europe's most dynamic economy** growing at more than +5%/year. One of the reasons for its economic success is the "remarkable entrepreneurial spirit" leading to a situation in which **10% of the population is involved in entrepreneurial action** (Global Entrepreneurship Monitor).

More precisely we will travel for 5 days (Wednesday – Sunday) to the Polish capital Warsaw, one of **Europe's emerging start-up hubs** in which one of only six Google Campuses around the world is located.



COSTS

The final costs of the field trip will be dependent on whether I will be able to acquire financing for the trip. In the **best case scenario** we will get financing from the German-Polish Foundation for Cooperation (like last year) and every participant of the course will receive a 60 EUR scholarship. In such a case you would have to pay only around 60 EUR for the field trip.

In the **worst case** we will not get financing and you would have to pay the total costs of **approx. 120 EUR** covering the accommodation and travel costs (not the food costs).

REGISTRATION AND APPLICATION FOR DAAD SCHOLARSHIPS

- In order to apply for the DAAD scholarship I need a list of the potential participants for the course.
 - Thus, if you are interested to take part in the course “International Entrepreneurship” next summer semester please fill in the doodle by **12th of February 2018** with your full name, matriculation number and birth date. By filling in the doodle you also agree that (if necessary) you are going to pay the **additional costs of up to 120 EUR** from private sources.
 - If there will be more requests than places, participants will be chosen by lot.
- Although the final date of the course is not settled yet please be assured that I will organize the field trip in a way that it fits into the IME time table of summer semester 2019. Therefore it is most likely that the seminar will take place on a weekend (e.g. wednesday – sunday)

2017



2018

