

## Syllabus: Startup Crash Course

### TU Berlin Summer University 2019 Term 3

#### Week 1 July 22<sup>nd</sup>-26<sup>th</sup>

	22	23	24	25	26
	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 10:30	<b>Welcome Day!</b> Room tbc, building tbc  10:30: Orientation session  12:30-13:15: Buffet lunch 13:30-15:30: First class session  15:30-16:15: Campus Tour  16:15-16:45: Coffee & Cake	Entrepreneurial thinking I	Startup myths	Ideation I	Idea pitch
11:00 - 12:30		Entrepreneurial thinking II	Startup trends	Ideation II	Cultural Program
13:30 - 15:30		Group game	Cultural Program	Pitch basics	
16:00 +					

#### Week 2 July 29<sup>th</sup>- August 2<sup>nd</sup>

	29	30	31	1	2
	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 10:30	Intro to BMC	Value proposition I	Key activities I	Key resources I	No class
11:00 - 12:30	Customer segments I	Value proposition II	Key activities II	Key resources II	Cultural Program
13:30 - 15:30	Customer segments II	USP game	Cultural Program	Basic BMC pitch	
16:00 +	Cultural Program				

## Week 3 August 5<sup>th</sup>- 9<sup>th</sup>

	5	6	7	8	9
	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 10:30	Key partners I	Customer relations I	Cost structure I	Revenue structure I	No class
11:00 - 12:30	Key partners II	Customer relations II	Cost structure II	Revenue structure II	
13:30 - 15:30	Channels	Brand game	Cultural Program	BMC pitch	
16:00 +	Cultural Program				

## Week 4 August 12<sup>th</sup>-16<sup>th</sup>

	12	13	14	15	16
	Monday	Tuesday	Wednesday	Thursday	Friday
9:00 - 10:30	Funding I	Numbers I	Pitch game I	Final pitch I	No class
11:00 - 12:30	Funding II	Numbers II	Pitch game II	Final pitch II	No class
13:30 - 15:30	Investors	Build it game	Hot seat	Feedback session	<b>Certificates Ceremony</b> Lichthof, 1 <sup>st</sup> floor, TU Berlin main building
16:00 +	Cultural Program				

### Key

Study session	Field Trip	Assessment	Cultural Program activity*
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\*The cultural program timetable will be emailed to you shortly before your course starts. For more information about the cultural program, and for examples of previous schedules, head here: [https://www.tu-berlin.de/menue/summer\\_university/cultural\\_program/](https://www.tu-berlin.de/menue/summer_university/cultural_program/)

### Assessment information

This course is highly interactive and is composed of various learning methods, including presentations, group discussions, individual and group tasks, role games. The students also have an opportunity to meet real players of Berlin startup scene, since some topics

are explained by guest speakers. Due to the course methods a big part of course assessment is based on the in-class participation of the students.

You will be assessed in the following ways (see yellow sessions in schedule):

- Idea pitch on 26.07.2019
- Basic BMC pitch on 01.08.2019
- BMC pitch on 08.08.2019
- Final pitch on 15.08.2019

Your assessments will be weighted as follows:

- General class participation 60%
- Idea pitch 5%
- Basic BMC 5%
- BMC pitch 10%
- Final pitch 20%

## Grading information

All participants of the TU Berlin Summer & Winter University are required to select their grading option at the time of registration. The two options available are (i) graded or (ii) pass/fail.

All participants who select option (i) graded, will receive a grade under the German grading system. The following table provides an overview of the grading system and equivalent scores for international credit transfers:

Total mark	German grade	English description
More or equal to 95	1,0	Excellent
More or equal to 90	1,3	Very good
More or equal to 85	1,7	Good
More or equal to 80	2,0	Good
More or equal to 75	2,3	Good
More or equal to 70	2,7	Satisfactory
More or equal to 65	3,0	Satisfactory
More or equal to 60	3,3	Satisfactory
More or equal to 55	3,7	Sufficient
More or equal to 50	4,0	Sufficient
Less than 50	5,0	Failed

## Credit Points

ECTS is a point system and European standard developed by the Commission of the European Community. ECTS stands for European Credit Transfer System. The aim is to provide common procedures and guarantee academic recognition of studies abroad. The credit system is based on student workload. All lectures, seminars, excursions and homework count towards the workload. One point is awarded for the equivalent of 25-30 hours of workload.

## Reading list

The reading list will be emailed to you shortly before your course starts.

To search resources available in the TU Berlin library, check here: <https://www.ub.tu-berlin.de/en/searching-for-resources/>