

## Trinational KTUR Summer School Entrepreneurship 2023

### On the way to your own company



The Trinational KTUR Summer School provides first-hand insights into the dynamic world of entrepreneurs. Over the course of a week, the big questions of any business are examined from a practical perspective: What is my business model? How do I make money? Where does the funding come from? How can I attract enough customers? Am I suitable as an entrepreneur? What is a business plan? How do I attract and motivate employees?

Furthermore, do you enjoy meeting students from Germany and France and extend your network in the Upper Rhine Region? Then this Summer School is for you. It is a collaboration across borders between University of Strasbourg, University of Freiburg and the University of Applied Sciences and Arts Northwestern Switzerland. The class will comprise of students from all three countries and we will have inputs from lecturers and founders from the different universities.

The sessions are interactive and each day there is time to apply the tools and techniques to business ideas from the class in interdisciplinary teams.

The EU project Knowledge Transfer Upper Rhine (KTUR), launched in the fall of 2019, marked the start of systematic cooperation among Upper Rhine universities, research institutions, trade associations, and companies in the field of knowledge and technology transfer.

<b>Target Group</b>	<ul style="list-style-type: none"><li>– Students at all levels in the Upper Rhine region, as well as international students; especially students with little knowledge of business administration.</li><li>– Students who are considering setting up their own company in the future.</li><li>– Students who want to understand what it means to start and run a business.</li></ul>
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	<p>It is not necessary to already have a business idea or entrepreneurial activities. Interest in the topic is crucial. The Summer School is limited to 40 participants.</p>														
<p><b>Time Place</b></p>	<p>Monday 28 August until Friday 1 September 2023.  The five days will be divided between University of Freiburg (Germany) for Monday/Tuesday, Campus Basel FHNW (Switzerland) for Wednesday/Thursday and University of Strasbourg (France) for Friday</p>														
<p><b>Learning Objectives</b></p>	<p>The students:</p> <ul style="list-style-type: none"> <li>– recognize different business models and assess their potential for success.</li> <li>– reflect on the extent to which they are suitable as entrepreneurs.</li> <li>– distinguish between different methods of attracting customers.</li> <li>– explain the different ways in which businesses make money.</li> <li>– use different methods to develop and test business ideas.</li> <li>– are aware of the important legal issues involved in starting a business.</li> <li>– present ideas in a convincing manner.</li> </ul>														
<p><b>Programme</b></p>	<table border="1"> <thead> <tr> <th data-bbox="443 1099 612 1137"></th> <th data-bbox="612 1099 995 1137">Morning, 8.30 – 12.00</th> <th data-bbox="995 1099 1378 1137">Afternoon, 13.15-17.00</th> </tr> </thead> <tbody> <tr> <td data-bbox="443 1137 612 1496"> <p>Monday, 28 Aug 23</p> <p><b>Freiburg</b></p> </td> <td data-bbox="612 1137 995 1496"> <p><b>Introduction / Ideation / Business Model</b></p> <p>Idea generation with different creativity techniques</p> <p>Selection and development of promising ideas</p> </td> <td data-bbox="995 1137 1378 1496"> <p><b>Business model development</b></p> <p>Development of the business model for the selected ideas (Magic triangle)</p> </td> </tr> <tr> <td data-bbox="443 1496 612 1899"> <p>Tuesday, 29 Aug 23</p> <p><b>Freiburg</b></p> </td> <td data-bbox="612 1496 995 1899"> <p><b>Intercultural Management</b></p> <p>Cultural awareness  Cultural dimensions  Communication across cross-cultural teams</p> <p><b>Pitching</b>  How do I present an idea convincingly?</p> </td> <td data-bbox="995 1496 1378 1899"> <p><b>Market analysis</b></p> <p>5 forces  Competiton analysis  Market segmentation  Persona</p> </td> </tr> <tr> <td data-bbox="443 1899 612 2056"> <p>Wednes- day, 30 Aug 23</p> </td> <td data-bbox="612 1899 995 2056"> <p><b>Market entry</b></p> <p>How do I reach my customers?  Marketing strategy</p> </td> <td data-bbox="995 1899 1378 2056"> <p><b>Minimal Viable Product MVP</b></p> </td> </tr> </tbody> </table>				Morning, 8.30 – 12.00	Afternoon, 13.15-17.00	<p>Monday, 28 Aug 23</p> <p><b>Freiburg</b></p>	<p><b>Introduction / Ideation / Business Model</b></p> <p>Idea generation with different creativity techniques</p> <p>Selection and development of promising ideas</p>	<p><b>Business model development</b></p> <p>Development of the business model for the selected ideas (Magic triangle)</p>	<p>Tuesday, 29 Aug 23</p> <p><b>Freiburg</b></p>	<p><b>Intercultural Management</b></p> <p>Cultural awareness  Cultural dimensions  Communication across cross-cultural teams</p> <p><b>Pitching</b>  How do I present an idea convincingly?</p>	<p><b>Market analysis</b></p> <p>5 forces  Competiton analysis  Market segmentation  Persona</p>	<p>Wednes- day, 30 Aug 23</p>	<p><b>Market entry</b></p> <p>How do I reach my customers?  Marketing strategy</p>	<p><b>Minimal Viable Product MVP</b></p>
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<b>ECTS</b>	The Summer School gives 2 ECTS. Active participation during the whole week is required to receive the credits. Please contact your university regarding the recognition.									
<b>Faculty</b>	Different lecturers and entrepreneurs from France, Germany and Switzerland. For questions contact: Dario Meyer, dario.meyer@fhnw.ch									
<b>Language</b>	English									

## Application

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Please apply at the below link with a short summary of why you want to be part of the Trinational KTUR Summer School: <https://ktur.eu/en/trinational-ktur-summer-school-entrepreneurship-on-the-way-to-your-own-company-28-august-to-1-september-2023/>

The deadline for registration is May 31, 2023. The number of places is limited. You will hear of us by early June 2023, whether your application was successful.