



## **Startup Project in International Sales (fka: Seminar / Case Study International Sales)**

Course number:	6076
Hours per week:	4
ECTS:	5
Scheduled:	Summer Term
Format:	Seminar
Examination:	Seminar papers and presentations
Lecturer:	Prof. Dr. Jochen Krieger
Objectives:	Elaboration of Startup Project Concept
Contents:	Students will learn and apply concepts of intercultural awareness and project management in an international context. The focus is a Startup Project with an international sales focus which the project teams will define on their own. Based on their business-, product- or service idea the teams elaborate a complete business plan for their startup idea simulating "Dragons' Den".
Pre-requisites	None
Recommended Reading:	Depending on the topic of presentation