

Certificate Program at ICN Berlin

«Entrepreneurship in Good Company: Becoming a Creative, yet Responsible Entrepreneur in Berlin»

This certificate program is designed for students who want to discover the possibilities to become a future entrepreneur and to explore start-up thinking and start-up acting. In good company has a double meaning for the program: On the one hand, it illustrates that entrepreneurs nowadays need to act in a responsible and sustainable way, on the other, it indicates that entrepreneurs need a creative surrounding to develop a start-up. Berlin, as one of the most famous start-up hubs in Europe, is such a place. The transdisciplinary spirit of Artem as well as the creative spirit of Berlin has inspired us to develop the content of this program. The main objectives are the following:

- Students approach in a practice-based manner entrepreneurship and start-ups.
- In teams, students develop their own creative business projects in good company.
- Students reflect their business ideas and develop them further to sustainable prototypes.

We expect active participation, open-mindedness, “think outside the box”-mentality, curiosity, and intrinsic motivation. The certificate program comprises 30 ECTS (180 hours class-contact plus 45 hours mentoring)

Exploring culture and business in Berlin	Hours	ECTS
Kick-off event plus German culture & arts in Berlin Main assignment: Essay	30h	4
Competitive intelligence of the cultural and creative industries Main assignment: Essay	15h	2
Berlin start-up ecosystem and company visits Main assignment: Ideas and contacts mindmap	15h	2
Responsible Entrepreneurship Main assignment: Presentation	15h	2
Developing the creative business idea		
Fundamentals of digital transformation Main assignment: Technological review	15h	2
Creativity and innovation management Main assignment: Creative review	15h	2
Design thinking [mentored module] Main assignment: Presentation of the creative business idea	30h	6
Engaging in your creative business adventure		
Responsible and digital business models & governance Main assignment: Review	15h	2
The business plan Main assignment: Business model presentation	15h	2
Project development [mentored module] Main assignment: FINAL certificate presentation and poster session	15h	6