

Background



What are the aims?

- German experts and researchers want to get in touch with qualified foreign Bachelor, Master and PhD students
- The transfer of knowledge and latest research results
- Exchange of expertise about cultural aspects of entrepreneurship
- Showing possibilities to work together with German universities
- Opening ways to work at universities or research institutions in Germany
- Give chances to have a look in German research landscape

What may you learn?

- Recent trends and research results
- Innovation as base for entrepreneurship
- Skills in entrepreneurship
- How to prepare a business plan
- Management soft skills
- Critical evaluation of own ideas and business plans
- Learning about sustainable business models

Application and requirements

What requirements have to be met?

- Registered Master or Bachelor student at German Jordanian University
- Basic knowledge in business administration
- Interested in entrepreneurship, innovation and cultural exchange

How to apply?

Interested students have to apply with application form on following link/QR:



→ Use your phone camera to open



or go to: <https://forms.gle/bCx65rbcZzKLYf9>

The program is free of charges founded by DAAD

Any questions?

- Your local contact at GJU in Jordan is



Diala AL BATE'

School of Management and Logistic Sciences
Diala.albate@gju.edu.jo

Phone: +962 6 4294 605



الجامعة الألمانية الأردنية
German Jordanian University

Key Speaker



Ronny BAIERL, PhD

Prof. Dr. rer. pol.

- Entrepreneurial Thinking, Deciding, and Acting
- Innovation-oriented Management
- Business Model Innovation



Nils DÄHNE

M.A.

- Innovation Networks
- Motivation and Behaviour
- Small and medium sized Enterprises



René THAMM, PhD

Prof. Dr. rer. pol.

- Management Accounting,
- Venture Capital,
- Sustainable Management



Rüdiger VON DER WETH, PhD

Prof. Dr. phil. et. rer. nat. habil.

- Psychologist,
- Change Management,
- Human Resource Management

Course program

Intercultural exchange



- Summer school is a base for an intercultural exchange between Jordanian students (PhD, Master and Bachelor) and German researchers / experts in terms of entrepreneurship and innovation

Key notes

- Current trends and latest research results will be presented in short key notes
- Students and experts have daily chances to discuss different topics and get in to relevant details



Workshops

- Workshops will be used to arrange groups and prepare the business simulation
- Participants are able to test own business ideas and entrepreneurial capabilities
- The results of business simulation will be evaluate together with experts and students

Business simulation



- Participants will use a digital simulation game to apply own skills and new learning's
- Results and documentations may help participants to realize own business ideas and improve understanding of innovative entrepreneurship

Day	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Morning	Welcoming Introducing and recent trends	Key notes: Innovation and Entrepreneurship Discussion board	Key notes: Markets and Business ideas Discussion board	Key notes: Financial planning Discussion board	Key notes: Social innovation and cooperation Discussion board	Open innovation
Afternoon	Formation of work groups Workshop I	Workshop II	Business simulation	Business simulation	Workshop III Results of simulation	
Evening	Get together	Pitches	Dinner	Get together		



Schedule



Fostering Entrepreneurship

1st - 6th September 2019



From an idea to a successful market penetration – Fill your knowledge-doing gap together with German experts and researchers. This years summer school give you a chance to apply and train your entrepreneurial skills in a digital simulation game.



SUMMER SCHOOL 2019

Germany . Jordan ألمانيا . الأردن