

Global University Systems (GUS) is an international network of higher education institutions. GUS offers a wide range of programmes, including bachelor's and master's degree programmes, diverse opportunities for (dual) vocational training, and corporate and executive training. When someone decides to study at one of our institutions - whether on campus in Europe, North America or at home - they join a network of 75,000 students worldwide. We are located in some of the world's largest cities, with campuses in Berlin, Hamburg, London, Paris, Toronto, Chicago, Vancouver, Singapore but also in smaller places, such as Hannover, Iserlohn or Potsdam.

In Germany, the UE University of Europe for Applied Sciences, the GISMA Business School, the Berlin School of Business and Innovation (BSBI), the private Berufsfachschule für Gestaltung (HTK academy) and the service company GUS Germany GmbH belong to Global University Systems. Our institutions are characterised by a particular practical orientation, internationality, modern teaching content and personal contact with the students. Every day our employees contribute with innovative ideas to bring us closer to our goals - quality, service, internationality and growth. Our degree programmes are the result of direct exchange between our professors, staff and students, as well as demand from potential employers.

Our new UE Innovation hub at the Think Campus Potsdam, which is characterised by its proximity to numerous companies in the tech industry as well as start-ups and is idyllically located on the Jungfersee.

For the winter semester 2021/2022 the master's program "Innovation Design Management" at our Campus Potsdam is looking for

## An external Lecturer (m/f/d) "Entrepreneurship"

The teaching load comprises 6 SWS (weekly teaching hours) over the semester of 14 weeks: 2 SWS theory and 4 SWS exercises, groupwork or discussions each week

### About the course

The course aims at giving students an overview over the field of Entrepreneurship and to convey an entrepreneurial mindset. After the course they know what is important to develop successful start-up ideas and strategies and what it takes to bring them to live. The expected outcome of the course is a business design strategy and a business plan, both innovative and feasible, for a business venture idea.

### Topic suggestions:

- Understand Lean Startup Methodology and related concepts
- Develop and validate Business Ideas and Strategies
- SWOT-Analysis and other strategic tools
- Develop Business Plan
- Legal side of founding a business
- Understanding Start-up Finance and Funding
- Pitch Presentations and selling ideas
- Marketing and Growth
- Start-up culture and typical challenges
- Design Sprint Methodology
- Soft Skills for Entrepreneurs

We are open to your ideas and topic suggestions!

### About our program

The master program “Innovation Design Management” is positioned at the intersection of Design and Business. It wants to shape individuals who accept today’s complex, fast-paced business challenges and take an integrated approach with strategies that combine the best of Design, Business, and Technology.

This is accomplished through a range of intense project activities and cooperations with leading industry professionals and enterprises who face these very challenges.

Learn more: <http://www.btk-fh.de/de/studium/innovation-design-management/>

### Your profile:

- A completed diploma or master’s degree
- Minimum of 3 years of work experience in a field related to our course e.g. start-up, innovation, design, strategy, entrepreneurship, business, consulting or similar
- Prior teaching experience is favorable but not a must
- Available for teaching on-site in Potsdam for the majority of lectures
- Strong facilitation and communication skills
- Native English speaker or advanced level of English language

### We offer you:

- An open-ended framework contract as an external lecturer
- A varied, innovative and international working environment in collaboration with partner universities and cooperation partners
- The chance to develop personally and professionally
- Small, motivated group of international students and teachers
- New and modern campus in Potsdam, next to SAP Innovation Center

**Interested?** Then we look forward to receiving your application!

In order to review your documents, we need: your curriculum vitae and your master, diploma or doctoral certificate.

Please send your application by email to: [karriere@gusgermany.de](mailto:karriere@gusgermany.de) .

Your contact for questions of a professional nature:

Prof. Johannes Kiessler - Innovation Design Management – [johannes.kiessler@ue-germany.de](mailto:johannes.kiessler@ue-germany.de)

Your contact for questions:

Samira Funke - Human Resources Department - [samira.funke@gusgermany.de](mailto:samira.funke@gusgermany.de)