

the **epic** ADVANTAGE

Student/Faculty Collaborative Research Experience

EPIC ADVANTAGE: : Urban & Rural Entrepreneurship: Strategies for Job Creation, Revitalization, and Development in Germany

Dates: May 9 – May 31, 2018

Leaders: Becky Jestic

Application Deadline: November 6, 2017



Description of Experience and Research:

The goal of this project is to explore regional approaches to entrepreneurship. This means looking beyond individual founders and single start-ups and examining the design, impact, constraints and catalysts for entrepreneurship in larger geographic areas, like city quarters, country regions and across national borders. These factors include local culture, history, and politics as well as the businesses themselves. We will look at groups and programs as well as individual efforts to use entrepreneurial activities to bring economic growth and revitalization to areas.

Entrepreneurial efforts are constrained by regional history and affect the area's future economic and cultural development. Entrepreneurship can help create jobs and revitalize areas that have lost industries, have experienced economic downturns, or are trying to enter wider markets for economic development. Germany is an excellent place to view these constraints and effects with its mix of countryside, historic, and modern urban cities within a relatively easy to travel distance.

Through site visits, field observations, and meetings, we will compare different approaches to entrepreneurship and its effects on regions. Specifically, we will look at heritage entrepreneurship (entrepreneurship that tries to preserve local heritage), business improvement development regions (regions within cities that levy special fees and taxes to fund improvement programs), and smart cities (centers of high innovation and creativity) as approaches to cultivating job creation, revitalization and economic growth. We will also try to observe examples of rural entrepreneurship. We will come away with deeper understanding of the ecosystem of entrepreneurship and the impacts of entrepreneurship on society.

While keeping up with readings and discussions, participants will also be expected to work on an individual research project collecting qualitative data relevant to student interests. Although the focus of this experience is entrepreneurship, it is not just appropriate for management majors. For example, those interested in history could focus a project on the history portrayed in heritage entrepreneurship.

Location:

We will visit multiple sites in Germany with possible excursions to neighboring countries (Netherlands, Austria). We will visit sites of heritage entrepreneurship to understand how the loss of industry after the industrial revolution has lead to a new tourism industry in urban areas. We will visit business improvement development areas in Hamburg to understand impacts on the city. We'll also visit Smart Cities, Köln and Düsseldorf, each with high concentration of innovation and entrepreneurship.

Expectations for Students:

Participate in a 1-credit orientation course in the Spring of 2018. This course will provide background literature on topics in entrepreneurship and help students design their individual research projects. It will also allow us to learn some basic German vocabulary and cultural norms and to get to know each other before we take off.

Design (with faculty help) a research project related to our main topic and find some relevant literature during the spring orientation course

- While on the study trip, participants will:
- keep a detailed research notebook of experiences, observations, and reflections related to their project
- immerse themselves in the culture and area
- be engaged in group activities
- commit to working and traveling together with respect for peers, faculty, and the culture and environment of the places we visit
- design a research poster reflecting their work on their project
- design a group Presentation of Learning

It is not necessary that you speak German, but it is definitely helpful.

Faculty:

Becky Justice is Associate Professor of Global Management. She has taught courses on team leadership, managing change in organizations, social entrepreneurship and strategy. She has various research interests, but her particular interest in the topic of this trip is, broadly, the impact of entrepreneurship on place and the potential “dark side” of heritage entrepreneurship. Before her life as an academic, she lived in Japan for several years, where she gained a lot of experience in creating and leading study trips abroad. She has also spent a lot of time in various areas in Germany and the Netherlands.

Dates of Experience:

May 9 – May 31, 2018

Application: Applications can be received from students starting on Oct. 15, 2017. Application window closes on Nov 6, 2017.

Link to Application: Apply in Handshake

Preparation: Students will be required to take a 1 credit EPIC Advantage Orientation seminar during the Spring 2018 academic semester. This seminar will provide the necessary background and travel logistics for students to maximize the experience. Class meeting dates/times will be determined in the future.

Student Eligibility: Rising sophomores, rising juniors, or rising seniors may apply.

Cost to Student: This experience is funded as an EPIC Advantage opportunity. Funding covers passport, visa, travel, room and board, and other expenses required by the program. Additional personal expenses will be covered by the student.

Program plans subject to change.