

the **epic** ADVANTAGE

Student/Faculty Collaborative Research Experience

EPIC ADVANTAGE: Entrepreneurship in Context, Germany

Dates: May 15- June 7, 2019

Leader: Becky Jestice

Credits: 3 credits (credit/no credit)

Application Deadline: October 15, 2018



Description of Experience and Research:

The goal of this project is to explore entrepreneurship through a contextual lens and understand how context impacts entrepreneurial activity and vice versa. Most attempts to understand entrepreneurship focus on characteristics of individual founders and their ability to exploit unique opportunities. However, entrepreneurship exists in and is influenced by various spatial, temporal, institutional and societal contexts. In turn, entrepreneurial activity impacts these same contexts.

We will define entrepreneurship as the creation of any economic activity, not limiting ourselves to large for-profit ventures. Through site visits and field observations, we will compare different entrepreneurial contexts and how unique opportunities are created in each. Specifically, we will spend time studying heritage entrepreneurship (entrepreneurship that tries to preserve local heritage) in the Ruhr area of Germany, and smart cities, which are centers of high innovation and creativity. We will also observe unique businesses organized by land squatters and other community organized ventures. We will come away with a deeper understanding of the ecosystem of entrepreneurship and the impacts of entrepreneurship on society, which include issues of sustainability, community and economic development, mobility, gentrification, re-purposing of existing resources and creative solutions to societal problems.

Location:

We will visit multiple sites in Germany with an excursion to a neighboring country (either the Netherlands or Denmark). In Germany, we will visit Düsseldorf, the Ruhr area, Berlin, and have a brief stop in Hamburg.

Faculty:

Becky Jestice is Associate Professor of Global Management. She teaches courses on leadership and change, social entrepreneurship and strategy. Her interest on this trip is researching how history and societal norms constrain and give rise to entrepreneurial opportunities. She is especially interested in heritage entrepreneurship and the Ruhr region in Germany. She has a lot of experience traveling in Germany and the Netherlands and has led study programs to and from Japan in the past.

Expectations for Students:

Students will participate in a 1-credit orientation course in the Spring 2019. This course will provide some background literature on studying entrepreneurship in context and students will begin designing their individual research projects. Students will get an orientation to traveling in Germany and we'll do some team building before our trip.

Students do not need to know German to participate, but it is helpful.

While on the study trip, participants will:

- keep a detailed research notebook of observations, and reflections related to their project and experiences
- immerse themselves in the culture and area
- commit to working and traveling together with respect for peers, faculty, and the culture and environment of the places we visit
- be engaged in group activities
- complete a research poster/presentation for EPIC Expo

Dates of Experience:

May 15- June 7, 2019

Travel To and From Site:

The program will start and end in Düsseldorf, Germany

Application Dates:

Applications can be received from students starting on Sept. 15, 2018. Application window closes on Oct. 15, 2018.

Link to Application:

Apply in Handshake

Preparation:

Students will be required to take a 1 credit EPIC Advantage Orientation seminar during the Spring 2019 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, juniors, or seniors are eligible to apply.

Cost to Student:

This experience is funded as an EPIC ADVANTAGE opportunity. Funding includes travel, room and board, and other expenses required by the program. Passports and immunizations as well as other personal expenses will be covered by students. Students who are accepted and withdraw after January 15, 2019 must reimburse the college for all expenses committed on their behalf.

Program plans subject to change.

Program Policies: <https://earlham.edu/academics/off-campus-study/program-policies/>