Entrepreneurship Program in Germany

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Students and faculty from the Business Management - Entrepreneurship & Innovation graduate certificate program spent the first week of May 2023 in Neu-Ulm, Germany, as part of Seneca's involvement in an International Start-up League initiative.

More than 100 participants from 10 international institutions congregated to learn about different entrepreneurial topics in lectures and workshops. Students mixed with their international peers to apply newly-gained knowledge to work on real-life sustainability challenges set up by a local start-up company.

> "The ISUL Startup Festival was not only a great opportunity for our BEN students to practice all of the skills that they've learned in the program but also an incredible opportunity for the faculty to discuss best practices on developing entrepreneurial mindset, and to learn from different perspectives. With such an incredible group of people, it was easy to be inspired!" - **Judy Chang**, Seneca Business Professor

Judy also conducted a workshop series focused on the Canadian start-up ecosystem, showcasing Seneca's entrepreneurship partners as well as HELIX. When asked about the week, Judy notes that the students "started as strangers and left as lifelong friends."

There were of course exciting cultural events and tours (Ulm is the birthplace of Albert Einstein!), and social events organized by the host institution, Hochschule Neu-Ulm University of Applied Sciences.

Seneca and Neu-Ulm also collaborate through our student exchange program; students from our Business Administration – International Business (BAB) program can spend their 4th or 5th semester studying in Germany. Learn more by visiting Global Learning and Engagement.

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