DESCRIPTION:
Cities not only welcome entrepreneurs from various sectors, but also work as entrepreneurs by marketing specific features and places, privatizing public goods and services, creating public-private partnerships, and taking financial risks. The main goals of the “entrepreneurial city” model, since the mid-1980s, are to promote the city as a business location, increase municipal revenues, reduce fixed costs, decrease unemployment rates and eventually remain competitive in the global system. Within this structural framework, tourism, research and innovation, cultural industries, and migrant economies have become important factors and gained impetus for urban development strategies. To examine the spatial manifestations of the entrepreneurial city, this interdisciplinary course analyzes different socio-economic, political, and cultural conditions and their actors in different urban contexts. Deriving from the experiences of Berlin, as one of Europe’s major start-up hubs, the course brings in case studies from different parts of the world keeping in mind the following questions: What are the features of an entrepreneurial city? Can any city implement entrepreneurial practices? Is entrepreneurial urban governance a solution to local, national, regional, and global crises? What are the spatial consequences of this form of governance? Who are the main actors in an entrepreneurial city? Throughout the course, the central points of interests include, but are not limited to, post-Fordism, creative industries, tourism, migrant entrepreneurship, authenticity, urban clustering, place-marketing, mega-projects, smart cities, shrinking cities, and local economic growth. Comparing different concepts and urban governance practices, the course aims to generate a critical discussion platform for the future development of entrepreneurial cities.

CREDITS: 3 credits

CONTACT HOURS: 45

LANGUAGE OF INSTRUCTION: English

INSTRUCTOR: Dr. Barış Ülker

PREREQUISITES: None

ADDITIONAL COST: None

METHOD OF PRESENTATION:
Lectures, discussions, student presentations, field trips, and film screenings. Moodle will be used to enhance students’ learning experiences.

REQUIRED WORK AND FORM OF ASSESSMENT:
- Course participation - 10%
- Midterm Exam - 30%
- Final Exam - 30%
- Place-Marketing Report - 15%
- Visual Report- 15%

Course Participation (10%)
Students must complete the assigned readings, participate in class discussions, and attend all field trips. The grading rubric for participation is available on Moodle. To prepare readings before class sessions, students should keep in mind the following:

- What is the principal theme of the text?
- What theories/methods does the author use in making their argument?
- What are their arguments? How convincing are they? What insights do they provide? What are the limitations (contradictions, prejudices, lacking points)?
- What do their arguments tell about the intellectual position of the author? Why is the author writing in this way or about this topic?

Midterm Exam (30%)
A midterm exam will be based on the readings, lectures and class discussions for the first half of the course. The students will answer three questions in short essay format (an introduction, a body text and a conclusion). This will be a closed book examination. Duration: 90 minutes (midterms week 6).

Final Exam (30%)
Based on the readings, lectures and class discussions for the second half of the course, the students will write a final exam. The students will answer three questions in short essay format (an introduction, a body text and a conclusion). This will be a closed book examination. Duration: 90 minutes (finals week 13).

Place-Marketing Report (15%)
The report is a critical analysis of marketing strategies of entrepreneurial cities. Students will divide themselves into groups of two and each pair of students will select a city or certain districts in a city. The aim of this paper is to develop an analysis of place-marketing policies relying on socio-economic, political, and cultural conditions of cities. The paper should be in the format of an essay (max.1500 words, 1.5 space, Times New Roman, font size 12) that consists of an introduction, a body text and a conclusion. Chicago style should be used for references. Due: end of week 8.

Visual Report (15%)
The goal of this assignment is to create a visual report of an entrepreneurial city. Readings, lectures and class discussions will be taken as points of departure in creating the visual report. The students will be able to do this assignment either in Berlin or on the destination of the academic field trip. The students are expected to provide visual materials and related explanations. Images and photography should be identified and credited. The case study can be used as travel assignment. Due: end of week 10.

LEARNING OUTCOMES:
By the end of the course students will be able to:
- Articulate the transformations of urban governance since the mid-1980s.
- Analyze the socio-economic, political, and cultural conditions of entrepreneurial cities.
- Compare the urban policies and practices within a global setting.
- Interpret the local economic developments from an interdisciplinary perspective.

ATTENDANCE POLICY:
Attendance and punctuality in all courses and field studies are mandatory. Absences can only be excused for valid reasons. Unexcused absences can affect students’ grades. Students who miss 25% or more of all class sessions will fail the course. Missed exams cannot be taken at another time except in case of documented illness. Late submission of term papers and other work will result in grade reduction unless an extension due to illness or an emergency is approved. Please consult the IES Berlin Academics Manual on Moodle for additional details.

ACADEMIC INTEGRITY:
Students are expected to abide by the IES Abroad Academic Integrity Code. Assigned papers need to be properly and amply footnoted where appropriate, with all sources attributed, including images. Suspicious papers may be checked with plagiarism-detecting software.

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<td>Pécoud, <em>What is ethnic in an ethnic economy?</em> pp. 59-76.</td>
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| Consumption Culture and New Middle Classes | Urban Consumption Spaces | Shaker and Rath, *The coffee scene in Glasgow’s West End*, pp. 1-7.  
| | | Everts, *Consuming and living the corner shop*, pp. 847-863. |
| | | *Place-Marketing Report, Due: end of week 8.* |
| Place-marketing | City Branding | Ward, *Place Marketing*, pp. 31-53.  
| 16 | Marketing, Urban Governance and Use of Space | Colomb, *Pushing the Urban Frontier*, pp. 131-152. |
| Mega-Project Cities and Shrinking Cities | Mega Projects as Urban Governance Strategy | Qian, *Building Hangzhou’s new city center*, pp. 3-19.  
| | | *Visual Report, Due: end of week 10* |
| Smart Cities and Cities as Capital of Culture | Postcolonial Smart Cities | Datta, *New urban utopias of postcolonial India*.  
| | | Söderström et al., *Smart cities as corporate storytelling*, pp. 307-320. |
| Void Spaces | Void Spaces | No reading requirement. |
| | Field Trip: Warschauer Strasse-Jannowitzbrücke | |
| 22 | Final Discussion and Wrap-up, Exam Consultation | The exam will be based on the readings, lectures and class discussions of the second half of the course. |

**COURSE-RELATED TRIPS:**

- **Warshauer Strasse-Jannowitzbrücke**
• We will explore the commodification of the Berlin Wall during a field trip to Potsdamer Platz (session 11)
• We will track the transformation of void spaces to a night cub area and attraction for party crowds during a field trip to Warschauer Strasse-Jannowitzbrücke (session 23)

REQUIRED READINGS:


• Shaker, Raze and Jan Rath. 2018. “The coffee scene in Glasgow’s West End: On the class practices of the new urban middle classes.” City, Culture and Society.


RECOMMENDED READINGS:


• Puchta, Dieter et al. 2010. The Berlin Creative Industries: An Empirical Analysis of Future Key Industries. Wiesbaden:
Gabler.