

Application information for our interactive course

Winter Term 2026/2027



International Entrepreneurship and Brand Development (English, 6 ECTS)



Course Profile

This course is offered in cooperation with EM Strasbourg. Max. 10 students of KIT and max. 10 students of EM Strasbourg will develop a pitch presentation in tandems (teams of 2). This is based on the business model's value proposition, as well as the branding and sales strategy developed throughout the course.



Lecturer

Ann-Kristin Kupfer
Orestis Terzidis
Karl Walter
Pascal Schmitt



Maximum Size

20 participants
(in teams of 2)



Dates (attendance compulsory)

At KIT*

20.01.2027 1 PM – 6 PM; room tba
21.01.2027 8 AM – 7 PM; room tba
22.01.2027 10 AM – 1 PM; room tba

At EM Strasbourg*

10.03.2027 1 PM – 6 PM; room tba
11.03.2027 8 AM – 7 PM; room tba
12.03.2027 10 AM – 1 PM; room tba

**buildings, rooms and exact timeline tba*

Application for 6 ECTS course

- **Application time: Monday, October 19, 00:05 am - Friday, November 30, 11:55 pm.**
- Application procedure: Please use the Wiwi-Portal to apply – International Entrepreneurship and Brand Development (EUCOR) (WiSe 26/27)
 - Please upload your CV as well as your overview of grades (Bachelor & Master). Please further state how many ECTS you have already achieved in Marketing (excluding BWL PM).
 - **Announcement of positive answers: Monday, November 02**
 - **Please confirm your attendance until: Wednesday, December 04, 11:55 pm.**
- In case of any questions please contact: pascal.schmitt@kit.edu
karl.walter@kit.edu