BERLIN PERSPECTIVES

Migration and Entrepreneurship in Berlin

Semester: Summer Semester 2020

Course instructor: You-Kyung Byun (byun.youkyung@gmail.com)

Subject area: Culture and Society

Credits: 5 ECTS

Time: Tuesday, 16:00 –18:00 c.t. (16:15-17:45)

Course description:

This course aims to explore, critically analyze, and comprehend the history of migration and the recent development of migrant economies in Berlin with a particular focus on migrant entrepreneurship. About 30 % of the total population in Berlin has migration backgrounds. Many of them are part of migrant economies in this multicultural city, such as in ethnic restaurants, market places, and tourist agencies. Migrant economies and entrepreneurship in Berlin are deeply involved in everyday life, and it is essential to consider in what ways migration and migrant economies are integrated into our ordinary life. Migrant entrepreneurship reflects multilayered connections of the local business to the origin of the represented culture and the multicultural identity of the involved individuals. Who are the migrant entrepreneurs in Berlin? How do they reproduce their national and international identity in their business? How does it interact with the city's socioeconomic environment? Course participants will work with the examples from Berlin's multicultural economic sceneries to implement the learned theories in practice. Through the exercises, participants expect to develop individual perspectives in living together in a multicultural city. This course is an online course, and the participants require a stable internet connection to attend the online classroom and to submit the assignments.

Learning objectives:

The goal of this Bachelor-level seminar is to raise awareness of Berlin's cultural diversity in the economic scape. To achieve this goal, participants will learn theoretical concepts and critically implement them to analyze the phenomena.

In this course, participants will learn:

1. academic skills to comprehend and identify the diverse social fields of a global city using essential theoretical concepts, such as super-diversity, ethnoscape, mixed-embeddedness, and authenticity.

2. migration history and geography of Berlin.

3. to awaken cultural sensitivity in the surroundings.
4. to discover cultural diversity in economic scape in Berlin with hand-on materials.
5. to critically reflect theories and to implement them for understanding practice.
6. to exchange original ideas in a productive group working environment.
7. academic writing, how to structure an argumentation and deliver it in a short essay.

Assessment portfolio:
1. Summaries of three reading materials (up to 500 words each, 20%, submission required before the session of the chosen reading material takes place), which entails the core idea of the text and one question for the discussion.

2. Homework (30%): The course participants are requested to submit homework in sessions 2, 3, 5, 7, 8, and 12.

3. Case analysis (up to 500 words, 20%): The participants are expected to write a short case analysis. You will utilize resources available online for the case selection and material collection. In the analysis, the participants need to explain what they discovered and how they relate it to the theories discussed in the course.

4. Final report (up to 1000 words, due on the 17. July, 2020, 30%): The course participants are requested to write a short essay about migration and entrepreneurship in Berlin. In the report, they will need to develop a research question and answer it in a logical structure. Please relate to the case analysis that you previously conducted for your final report.

Language requirements:
The minimum language requirement for this course is English at B2. The reading materials and discussion will primarily be in English.
**Timetable:**

**Session 1:** 21.04.2020  **Introduction**  
Online classroom at 16:15 – 17:45  
In the first session, the course instructor will introduce the course theme and provide an overview of sessions and assessments for successfully achieving 5 ECTS.

**Session 2:** 28.04.2020  **Super-diversity in Berlin**  
Online classroom at 16:30 – 17:30  
In this session, students will read about "super-diversity" by Vertovec. What does "super-diversity" mean, and insofar is Berlin a super-diverse city?  
**Homework:** Where do you find super-diversity in Berlin, and why? (upload on moodle until 28.04.2020)

**Session 3:** 05.05.2020  **Migrants in Berlin**  
The third session focuses on the history of migration in Germany, particularly in Berlin since the 1960s. Who are the migrants, and where do they locate in Berlin? There will be a video introduction by the course instructor and homework for this session.  
**Homework:** Propose a discussion question concerning the topic “migration in Berlin” and answer at least three questions from other participants in the moodle forum. (until 05.05.2020)

**Session 4:** 12.05.2020  **Structures of migrant economies in Germany**  
Online classroom at 16:30 – 17:30  
The fourth session discovers the employment structure of migrants in Germany. With the following two texts, students will grasp the relationship between migration and entrepreneurship.  
Session 5: 19.05.2020  **Theoretical part 1: Ethnoscape**

Ethnoscape and mixed-embeddedness are the key concepts of the fifth and sixth sessions. These two concepts are essential to understand the global movement of various resources related to migration and business. In the fifth session, we will focus on ethnoscape.


**Homework:** Analyze the elements of ethnoscape from the text (Glebe 2003) and give more examples. (upload on moodle until 19.05.2020)

Session 6: 26.05.2020  **Theoretical part 2: Mixed-embeddedness**

Online classroom at 16:30 – 17:30

In the sixth session, we will focus on mixed-embeddedness. In the online classroom, we will analyze two theoretical concepts from sessions 5 and 6 and implement them in examples of our daily activities.


Session 7: 02.06.2020  **Migrant entrepreneurship**

In the seventh session, students will discover the migrant entrepreneurship in Berlin, perhaps in Germany based on two case studies.


**Homework:** What are the entrepreneurial strategies of immigrants? Find the answers in the texts above or other resources. (upload on moodle until 02.06.2020)

Online resources: Mega (https://migrant-entrepreneurship.eu/peer-learning/)
Session 8: 09.06.2020  **Culture and capital**

Online classroom at 16:30 – 17:30

How is culture capitalized in the multicultural cities like Berlin? The seventh session will provide potential answers to this question.


**Homework:** Please find examples of multicultural districts or items and upload the materials, such as websites, reports, pictures, or videos, on moodle. (until 09.06.2020)

Example video: denniscallan, Chinatown, New York ([https://youtu.be/gPiVSN15U1c](https://youtu.be/gPiVSN15U1c))

Session 9: 16.06.2020  **Guest lecture**

Online classroom at 16:15 – 17:45

Bin Li (Freie Universität Berlin) will give a guest lecture this week. He is conducting a research project on Chinese migrant entrepreneurs in Japan and is recently back from his fieldwork. From his lecture, students will learn about the most recent development in global migration and entrepreneurship trends.

Title: Entrepreneurship as practice: An anthropological approach to the Chinese entrepreneurs in Japan (working title).

Session 10: 23.06.2020  **Case analysis**

This week, the course participants are expected to explore migrant entrepreneurship online. For this assignment, the participant will be requested to select an example as a case study. The case analysis should include the type of entrepreneurship, location, business strategies, etc. The case analysis should implement theoretical concepts discussed in the course before. The analysis should be max. 500 words and uploaded on moodle until 23.06.2020.

Session 11: 30.06.2020  **Ethnic cuisine in Berlin**

Online classroom at 16:30 – 17:30

As one of the most frequent business types, ethnic restaurants reflect various perspectives on migration, entrepreneurship, and authenticity. This session discusses, "What makes an authentic cuisine abroad?"

Session 12: 07.07.2020 Critical perspectives

This week focuses on the critical perspectives on migration and (local) culture. It touches upon various issues such as citizenship, law, policies, as well as the concepts "Mehrheitsgesellschaft" and "Leitkultur."


Çelik, Çetin. 2015. “‘Having a German passport will not make me German’: reactive ethnicity and oppositional identity among disadvantaged male Turkish second-generation youth in Germany.” *Ethnic and Racial Studies* 38(9): 1646–1662.

Video: Easy German, How Germans define the word “Ausländer” (https://youtu.be/cythVHoNxBA)

Homework: Give examples or counter examples of “Mehrheitsgesellschaft” and “Leitkultur”. (upload on moodle until 07.07.2020)

Session 13: 14.07.2020 Concluding discussion

Online classroom and consultation for the final report at 16:30 – 17:30

In this last session of the summer semester, the course participants will review the contents of the course and can ask questions about finalizing the final report to the instructor.

Please participate in the final survey on moodle.
Remarks:

- Please contact the instructor in advance when you cannot attend an online classroom session. You might be able to complete a make-up task.

- Please be aware of plagiarism policy: Please use a consequent citation style in writing when you borrow another person's words, ideas, or images. Failing this duty will result in 0 points, which means the failure of this course.

- The course will actively utilize moodle for downloading reading materials, sharing other resources, participating in discussion, and uploading course assignments.

- The online classroom will take place on Zoom and the course participants will get an invitation to the virtual conference room via email.