**BERLIN PERSPECTIVES**

**Diversity and Ethnic Entrepreneurship of Berlin**

**Semester:** winter semester 2019/20

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

**Subject area:** Kultur & Gesellschaft / Culture & Society

**Credits:** 5 ECTS

**Time:** Wednesdays 14-16 c.t.

**Room:** 0323-26, 3rd floor, Hausvogteiplatz 5-7

**Course description:**

This course discovers the cultural diversity in Berlin's economic scape. Cultural diversity is a crucial term describing Berlin, where people with various ethnic background live together. This diversity is reflected in various business as well, such as ethnic restaurants, market places, and event location. For instance, more than 50 national cuisines are present among around 5000 restaurants in Berlin. This diversity of ethnic entrepreneurship is deeply involved in everyday life, such as doing grocery in a Turkish supermarket and having lunch in a Vietnamese restaurant. Ethnic entrepreneurship reflects multilayered connections of the local business to the origin of the represented culture and multicultural identity of the entrepreneurs. Who are the ethnic entrepreneurs in Berlin? How do they reproduce their national and international identity in their entrepreneurship? How does it interact with the city's socioeconomic environment? This course aims to explore, critically analyze, and comprehend the cultural diversity and ethnic entrepreneurship in Berlin. Besides the introduction of key theoretical concepts to understand ethnic diversity of a global city, course participants will also work with the examples from Berlin's multicultural economic sceneries to implement the learned theories in practices. For this purpose, participants are expected to conduct a small individual project to discover ethnic entrepreneurship in Berlin. Through these exercises, participants expect to develop individual perspectives in living together in a multicultural city.

**Learning objectives:**

The goal of this seminar is to raise awareness of Berlin's ethnic diversity in the economic scape. To achieve this goal, participants will learn theoretical concepts, critically implement them to analyze the phenomena, and transfer the results to other course participants. In this course, participants will learn

- academic skills to comprehend and identify the diverse social fields of a global city using essential theoretical concepts, such as super-diversity, ethnoscpaes, authenticity, and embeddedness.
• migration history of Berlin.
• to develop a feasible research question.
• tools to individually conduct a small research project and to interpret the collected materials.
• to critically reflect theories and build their argument.
• to prepare an academic presentation, deliver the main message, and respond to the questions in public.
• to work in a group and exchange original ideas in a productive environment.
• academic writing, how to structure and deliver the main idea in a short essay.

Examples for assessment portfolio:

One can get max. 100 points from this course.

1. One short presentation of reading materials, which entails the core idea of the text and one question for discussion (about 15-20 min, 40 points). Here you will practice giving an academic presentation (10 points), delivering the main idea to the listener (10 points), and answering the questions (10 points). Responding, giving feedback, and discussing as listeners will also be counted for the active participation (10 points). After the presentation, the instructor will provide individual feedback.

2. Developing individual project and presenting it in the course (week 11 and 16, for about 5-10 min, 10 points each x twice = 20 points in total)

*Participants, who present a field report (week 6, 8, 10, and 13, for about 30-45 min.), will be counted for having completed task 1 and 2 both (in total 60 points).

3. Writing a short essay (about 2000 words, 40 points, due on the 14. Feb. 2020): You are requested to write a short essay about your small research project that you present in the course. In the essay, you develop a research question and answer it in a logical structure. Your idea and topic will be discussed in the course with the instructor and other participants. You can use this opportunity to get feedback, develop ideas, and elaborate it in your essay. The 40 points for the essay are distributed into: research question (5 points), theory (5 points), method (5 points), logical argumentation (5 points), conclusion (5 points), grammar (5 points), citation (5 points), and meeting the due date (5 points). You may write it in English or German. 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 point, which means the failure of this course.)

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Language requirements:

The minimum language requirement for this course is English at B2 and German at A1 level. English is required as the important reading materials and discussion will be in English. There will be a minor number of recommended reading materials and resources written in German.

Timetable:

**Session 1:** 16.10.2019  **Introduction of the course**

**Session 2:** 23.10.2019  **Diversity and super-diversity in Berlin**


Recommended reading:


**Session 3:** 30.10.2019  **Migrants in Berlin**


Recommended reading:


**Session 4:** 06.11.2019  **Ethnoscape and Berlin**


**Session 5:** 13.11.2019  **Ethnic entrepreneurship and Berlin**


**Session 6:** 20.11.2019  **Field report 1** (example: Dong Xuan Center or Polenmarkt)
Session 7: 27.11.2019  **Ethnic cuisine and authenticity in Berlin**

Recommended reading:

Session 8: 04.12.2019  **Field report 2** (example: a restaurant or a food stand)

Session 9: 11.12.2019  **Capitalization of culture**

Session 10: 18.12.2019  **Field report 3** (example: Maybachufer or Markthalle Neun)

Session 11: 08.01.2020  **Presentation of individual project ideas and plans**

Session 12: 15.01.2020  **Critical perspectives**

Session 13: 22.01.2020  **Field report 4** (example: a tourist office)

Session 14: 29.01.2020  **Beyond the ethnic lens**

Recommended reading:
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.

Session 15: 05.02.2019  **Individual working week**

Session 16: 12.02.2019  **Presentation of individual projects and concluding discussion**
**Literature:**
The course will actively utilize moodle for downloading reading materials and uploading course assignments. Please refer to the course schedule to find the obligatory and recommended reading list.

**Remarks:**
You may not miss more than two sessions (HU rules: 80% attendance needed in order to pass). Please contact the instructor in advance when you cannot attend a session. You might be able to complete a make-up task. In case of illness or other unexpected situations, you need to submit a prove (such as a doctor's letter).