THE TWELVE-MONTH CURRICULUM

MAY

2 weeks at HHL in Leipzig

Learning Module 1:
Management Foundations

Objective:
Obtain a sound foundation of strategy, finance and management knowledge

Key Topics are:
- Strategic Management
- Finance
- Accounting
- Economics

MAY/JUNE

2 weeks at UnternehmerTUM in Munich

Learning Module 2:
Business Creation & Entrepreneurship

Objective:
Get a firm understanding of entrepreneurship and the creation of successful business models

Key Topics are:
- Fundamentals of Entrepreneurship
- Opportunity Recognition
- Prototyping
- Product and Service Design
- Entrepreneurial Teams
- Innovation Process (Hands-on-Experience)

JUNE/JULY

In your company or at UnternehmerTUM
Timeframe 10 weeks

Project Module A:
Develop Innovations and Business Models

4 x 3 days (Friday/Saturday/Sunday) at UnternehmerTUM in Munich

Learning Module 3:
Operational Excellence

Objective:
Provide a firm understanding how to successfully organize the supply chain, manufacturing, marketing and sales

Key Topics are:
- Purchasing
- Supply Chain Management
- Manufacturing
- Marketing
- Sales
- After Sales Service

AUGUST

10 days at UC Berkeley

Experience Silicon Valley

SEPTEMBER/OCTOBER

In your company or at UnternehmerTUM
Timeframe 10 weeks

Project Module B:
Develop Innovations and Business Models

4 x 3 days (Friday/Saturday/Sunday) at UnternehmerTUM in Munich

Learning Module 4:
Innovation & Leadership

Objective:
Increase capacity to deal with all issues that arise in innovation management and develop critical analysis and leadership skills

Key Topics are:
- Leadership Systems and Strategic Planning
- Open Innovation
- Discontinuous Innovation
- Change Management
- Leadership and Motivation
- Negotiation

NOVEMBER/DECEMBER/JANUARY

In your company or at UnternehmerTUM
Timeframe 10 weeks

Project Module C:
Develop Innovations and Business Models

4 x 3 days (Friday/Saturday/Sunday) at UnternehmerTUM in Munich

Learning Module 5:
New Venture Creation

Objective:
Understand challenges that entrepreneurs are facing in fast growing businesses and explore issues in financing entrepreneurial ventures

Key Topics are:
- New Venture Finance
- Risk Management
- Legal Environment
- Managing Growth
- Globalization
- Cultural Dimensions of Technology

FEBRUARY/MARCH/APRIL

Timeframe 3 months

Master Thesis:
Learning through reflected action