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## Press release

### Apply now for the Executive Program in Innovation & Business Creation and get the Early Bird Discount

*The next starting date is May 2010*

Prospective students who are interested in participating in the Executive Program in Innovation & Business Creation in the academic year 2010/11 can now apply. The Technische Universität München (TUM) offers this Executive MBA Program in cooperation with UnternehmerTUM, Center for Innovation and Business Creation and HHL - Leipzig Graduate School of Management. The part-time post graduate program, held in English, is due to start once again in May 2010. With its unique combination of excellent management training (MBA) and the systematic support given to participants in their innovation and start-up projects, the program offers an outstanding opportunity for the promotion of business skills as well as personal development.

Prospective students who send in their applications in good time can take advantage of the cost benefits with the Early Bird Discount. If the application is received by 1<sup>st</sup> of December 2009, 5,000 euros can be saved on the regular tuition fees of 28,000 euros.

The one-year program is geared to people who, in addition to traditional general management training, are interested in such topics as innovation, entrepreneurship and business model development. Dr. Martin Zissler, Executive Director of the Program says: "An MBA focusing on innovation and entrepreneurship is in line with the current demands of economy and society, and the reaction from prospective students is very positive." This is confirmed by recent surveys, such as the one conducted by the company QS that organizes MBA tradefairs worldwide. 29% of those questioned said that the reason for doing an MBA was to be in a position to establish their own business.

Jan Philipp Hinrichs, a student in the academic year 2009/10, confirms that: "The EMBA Program gives me as an entrepreneur a great chance to transfer the learnings to my everyday business. The combination of lectures on management topics with individual assistance in my start-up project is extremely valuable. Furthermore,

access to the UnternehmerTUM network, such as to Venture Capitalists, gave me and my business the opportunity to take the next step towards expansion.”

The five Learning Modules, with a total of 60 days on which lectures are to be attended, take place in Munich and Leipzig and are mainly held on weekends. The lecturers are from internationally renowned universities and from corporate partners such as McKinsey & Company. The program includes a study visit to the Lester Center for Entrepreneurship at the University of California, Berkeley, one of the world's leading entrepreneurship centers.

To qualify for the Program students must have a university degree and generally require a minimum of three years of professional experience.

For more information please visit our homepage at [www.innovationprogram.de](http://www.innovationprogram.de) or contact the MBA Team at: [info@innovationprogram.de](mailto:info@innovationprogram.de), Tel: +49 (0)89-324 624-600.

The Executive Program in Innovation & Business Creation on the World MBA Tour:  
October 26, 2009 in Munich, 18.00 to 21.00  
October 31, 2009 in Frankfurt, 15.00 to 18.00  
Early registration is recommended:  
<http://mba-gate.de/de/events/world-mba-tour/>.