

THE TWELVE-MONTH CURRICULUM

MAY

2 weeks at HHL in Leipzig

Learning Module 1: Management Foundations

Objective:
Obtain a sound foundation of management knowledge

Key Topics are:

- Strategic Management
- Finance
- Accounting
- Economics

2 weeks at UnternehmerTUM in Munich

Learning Module 2: Innovation: Products, Services and Processes

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

Key Topics are:

- Opportunity Recognition
- Prototyping
- Market Screening
- Technology Screening
- Product and Service Design
- Business Planning
- Entrepreneurial Teams

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, operations, marketing and sales with particular emphasis on high tech companies

Key Topics are:

- Purchasing
- Supply Chain Management
- Operations Management
- Manufacturing
- Marketing
- Sales
- After Sales Service

AUGUST

5 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: Leadership, Organization and Communication

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