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Press Release

Next EMBA program starts May 2009:

Application procedure for the Executive Program in Innovation & Business Creation is under way

A combination of excellent academic management training (MBA) with the systematic development of innovation and start-up projects – this is what the twelve-month Executive Program in Innovation & Business Creation stands for; it is offered by Technische Universität München together with the HHL - Graduate School of Management in Leipzig and UnternehmerTUM, Center for Innovation and Business Creation. The next Executive Program part-time course, held in English, is due to commence in May 2009. Applications for 2009/10 can now be submitted; closing date is 15 April.

As Martin Zissler, Executive Director of the Program says: "Our program generates a significant added value for students coming from corporate enterprises, as well as for potential business founders and entrepreneurs: in addition to obtaining an MBA at a German elite university, the students realize innovation and start-up projects. In this way they create added value for their company or start-up while acquiring practical know-how in the field of innovation management, business development and business creation - skills that are decisive when it comes to securing commercial success in a global competitive world."

Before commencement of the Program, the applicants from varying countries, commercial sectors and positions are selected, and in workshops, seminars, case studies and, in particular, in projects they develop their managerial, entrepreneurial and innovative skills and competence. The Program is designed specially to suit the needs of participants who, in addition to classic general management training, also wish to develop know-how in the areas of innovation, entrepreneurship and the concept of business models. The Learning Modules are mainly held on weekends in Munich. The lecturers are from internationally-renowned universities and from corporate partners, such as McKinsey & Company.

Thanks to the unique combination of tuition modules and projects modules, the Program is strongly oriented towards everyday practice. During the project work, experts support the students in a structured process. This means that acquired know-how is directly applied to professional and entrepreneurial practice. Access to the UnternehmerTUM corporate network and to technologies with market potential that originate from the TU München, as well as the exchange of experience with other students, all contribute to the successful implementation of innovation and start-up projects.

Jan Philipps, a course student in 2008/09, says: "For me, as co-founder of a software consultancy, the program has already paid off: what we learnt helped me, for instance, to strengthen my ability to understand and structure the innovation processes in my own and in our clients' companies. The project work was a basis for the enhancement of my company strategies and professionalization of working methods. Furthermore, it's fun working with great people and discussing our innovation and start-up projects. "

Also a one-week visit to the Lester Center for Entrepreneurship at the Haas School of Business at the University of California, Berkeley offers students the opportunity to further develop their ideas for innovations and new start-ups. On excursions to companies such as IDEO or Nanosolar the students get to know entrepreneurs, founders, innovation managers and venture capitalists and to experience the corporate culture in Silicon Valley.

Applications for the Executive Program in Innovation & Business Creation, due to start in Munich in May 2009, can still be submitted up to 15 April. Applicants must have completed a university degree course and, as a rule, must have 3 years of work experience.

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