

UnternehmerTUM GmbH, Lichtenbergstr. 8, D-85748 Garching

Gunda Opitz

Tel. +49 (0) 89-32 46 24-140
opitz@unternehmertum.de

11 May 2009

Press release

Second lap of the Executive Program in Innovation & Business Creation kicks off

The academic year 2009/10 gets off to a good start with 18 students

Let's build new business – that's the theme of the Executive Program in Innovation & Business Creation which is organized by the Technische Universität München (TUM) in cooperation with UnternehmerTUM, Center for Innovation and Business Creation, and HHL - Leipzig Graduate School of Management, starting on 2 May. 18 students set out on the academic year 2009/10 to experience a unique combination of excellent academic management training (MBA) and the systematic development of innovation and start-up projects.

Prof. Dr. Christoph Kaserer, Dean of the TUM Business School and Academic Director of the Program says: "The fact that there is a strong interest among the candidates for our program makes it clear that the focus and practice-oriented design of the course is exactly what our target group is looking for. Our students know that in the current crisis it is vital to learn how to take advantage of opportunities, therefore skills in the field of innovation and the development of new business models are essential for anyone wishing to guide their company – either as a manager or an entrepreneur – into a successful future."

The new students are all university graduates, for example engineers, natural scientists, sport scientists, or lawyers, media designers and business administrators and already have an average of nine years of professional experience. The average age is 35 years.

Martin Zissler, Executive Director of the Program, is very impressed by this year's students: "They are a highly motivated and committed group of students from a variety of cultural and professional backgrounds. This means that their diverse experiences contribute to the program content - this is an ideal constellation for learning within the group and as individuals from fellow students, for personal development and ultimately for project realization."

The Program starts off with a two-week visit to HHL – Leipzig Graduate School of Management and an introduction to financial management, financial and managerial accounting and corporate strategy, before the students continue their studies at the TU München and UnternehmerTUM. The Executive Program comprises a total of five Learning Modules and 60 days on which lectures are to be attended. The Learning Modules are mainly held on weekends in Munich covering the traditional general management subjects such as accounting, marketing and controlling with a special focus on entrepreneurship, innovation management and new venture creation. The lecturers are from the TU München, the HHL – Leipzig Graduate School of Management, other renowned national and international universities, as well as from corporate partners such as McKinsey & Company. A one-week visit to the Lester Center for Entrepreneurship at the University of California Berkeley, USA, rounds off the program.

Parallel to the Learning Modules the students get support and assistance from UnternehmerTUM during the realization of their ventures in the Project Modules. In this process excellent infrastructure with e.g. workshop, offices, conference rooms is available and knowledge is expanded and used directly in their individual projects. Access to the UnternehmerTUM corporate network, and to technologies with market potential that originate from the TU München, give participants a unique opportunity to build growth-oriented start-ups and new areas of operation for their businesses.

For more information please visit our site at www.innovationprogram.de