

UnternehmerTUM GmbH, Lichtenbergstr. 8, D-85748 Garching

Gunda Opitz

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

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Press Release

Start of the Executive Program in Innovation & Business Creation

The joint program of the Technische Universität München (TUM), Leipzig Graduate School of Management (HHL) and UnternehmerTUM – Center for Innovation and Business Creation, combines excellent academic management education (MBA) with the systematic development of innovations, new business models and start-up projects.

The program, which is conducted in English, has started on May, 5 2008 and lasts for twelve months. It comprises five modules of tuition in Munich and Leipzig as well as project work. Tuition takes place mainly on weekends. The lecturers are from the Technische Universität München, the HHL, the University of California Berkeley, as well as from other internationally renowned universities. Speakers from corporate partners like McKinsey & Company will share their industry best practices with the students and complement the lecturing team. Intel gives its support through the Intel Higher Education Program.

The course content comprises the standard general management subjects with a strong focus on innovation management, business creation and business development. Project work gives the students an opportunity to develop and realize ideas for innovations and startups. In a systematic innovation process they are given guidance and support from experts.

The 12-month MBA program is intended for qualified specialists, managers and (future) entrepreneurs with a university degree and a minimum of three years of professional experience.

Scholarships are available for students with an exceptional entrepreneurial talent. For more information please contact: Martin Zissler, zissler@innovationprogram.de, Tel.: +49(0)89-324 624-140.