

EXECUTIVE PROGRAM IN INNOVATION & BUSINESS CREATION

Dear reader,

welcome to the first issue of the newsletter of the Executive Program in Innovation and Business Creation. The first group of EMBA students started their course at the beginning of May. With this newsletter we would like to give you an insight into our EMBA program and to keep you up-to-date.

We hope you enjoy reading this newsletter - your suggestions are welcome. Please send them to emba@unternehmertum.de

Best regards,

Prof. Dr. Ralf Reichwald
Academic Director

Martin Zißler
Executive Director

Susanne Beeck
Project Manager

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Start of EMBA program



The first year's EMBA group – Class of 2008/2009

On May 3, 2008 the first year of the new Executive Program in Innovation and Business Creation started. The EMBA group had their first of five Learning Modules with the overall topic "Management Foundations" at HHL - Leipzig Graduate School of Management. Courses such as accounting, entrepreneurial finance, ethics, macroeconomics and law are part of the program.

The twelve participants come from all five continents – besides Germans there are students from Vietnam, Nigeria, South Africa, Mexico and New Zealand. The average age is 34 years, the average work experience is eight years. They took their first degrees in different fields: engineering, natural science, computer science, economics, law and sports. Now they are either working as freelancers, already have their own businesses or work in big companies.

After two weeks in Leipzig the EMBA continued at UnternehmerTUM in Garching with the next Learning Modules. In

the third and fourth weeks of May the participants gained a profound insight into the fundamentals of innovation: its basic processes, comprehensive strategies, as well as the resulting products and services. Students were also provided with the necessary theoretical framework for their work within the Project Modules. They will spend thirty weeks altogether in project work either in their company or at the facilities of UnternehmerTUM. Participants will develop prototypes for new products and services with an innovation team, prepare the market launch and develop an organizational structure for the new venture.

During the upcoming Learning Modules the courses will be held every second week on Fridays, Saturdays and Sundays. Right now the participants have finalized Learning Module 3 and got a good insight into topics such as supply chain management, manufacturing, purchasing and marketing.

Detailed information on the program can be found on the website www.innovationprogram.com.

Next year's program starts in May 2009. Applications for the next year can already be handed in.

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Voices from our partners

The EMBA program is a joint program of TUM Business School (Technische Universität München), Leipzig Graduate School of Management (HHL) and UnternehmerTUM – Center for Innovation and Business Creation. Partners from the corporate world are McKinsey & Company and Intel.

Prof. Dr. Prof. h.c. Dr. h.c. Ralf Reichwald is head of the Institute for Information, Organization and Management at the TUM Business School and Academic Director of the EMBA Program:

"I'm looking forward to working with the students and I am sure that they will all benefit from the unique combination of top academic training, professional assistance and supervision during project work, contacts within the entrepreneurial network and the excellent program infrastructure."

Prof. Dr. Dr. h.c. Hans Wiesmeth is dean of HHL - Leipzig Graduate School of Management. The first Learning Module of the EMBA program "Management Foundations" is designed and organized by HHL, one of the most renowned business schools in Germany:

"By working together with Technische Universität München and UnternehmerTUM HHL can draw on its strong resources. Students taking part in the new Executive Program in Innovation & Business Creation gain an in-depth knowledge of business management. The schedule includes more than just accounting and entrepreneurial finance, for example business management simulation gives students an opportunity to broaden their horizons and gain an insight into related disciplines such as ethics, macro-economics and law. It is exactly these subjects that are decisive for an innovative manager's success - whether in a start-up or in a company that is already successfully established."

Dr. Gernot Strube, director of the Munich office of the consultancy McKinsey & Company.

"What makes the Executive Program so attractive to students is the unique combination of management training and individual project work - this significantly enhances the development of innovative products and services. The new Executive Program in Innovation & Business Creation fills a gap in the field of postgraduate training: it provides a great platform and ideal environment to turn innovative ideas into real business success. Many companies and individuals in Germany can truly benefit from this program."

Prof. Dr. Mark Harris, Intel Director Higher Education & Research, EMEA Region (Europe, Middle East, Africa) and Professor for Technology Entrepreneurship. Part of the EMBA program is a one-week Silicon Valley Tour made possible through the partnership with the Intel Higher Education Program and Lester Center for Entrepreneurship and Innovation at the Haas School of Business at UC Berkeley. Students will have contact with technology companies and can share experiences with entrepreneurs in Silicon Valley.

"We collaborate with the TU München because, as an entrepreneurship university, it is consistent with our goals of promoting technology entrepreneurship. The fact that the TUM was recently granted the status of an elite university is clear confirmation of highest quality standards."

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McKinsey & Company is a corporate partner of the program

From the very beginning, McKinsey & Company has been an active partner of the EMBA program. Lecturers from McKinsey give a view of everyday practice and complement the lecturing team.

In the running EMBA program lecturers from McKinsey make a valuable contribution especially on the topics of innovation and operational excellence. They enrich the portfolio of high potential lecturers with their know-how in industry best practices. These praxis experts complement the program mindset by using different methods of action-

based learning. In the "design to cost" session the participants were asked to disassemble different vacuum cleaners to identify cost drivers and potential savings in the conceptual design.

As one participant said: *"Once again the McKinsey experts were able to show experience and depth of knowledge on the subject matter in its practical application."*

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Entrepreneurs' Night – Networking and Barbecue

For the first time the Entrepreneurs' Night took place in the middle of May. Entrepreneurial networking and barbecue was the motto of the evening. EMBA participants met for the first time with start-up teams from the TUM and students from the UnternehmerTUM's Manage&More entrepreneurship program. They had the opportunity to present their projects and business ideas to each other. In the relaxed informal atmosphere of a nice summer evening there was plenty of opportunity for discussions, new business contacts were established and people took advantage of the evening to perhaps find project or business partners. The next Entrepreneurs' Night is planned for November 19, 2008 at UnternehmerTUM in Garching. If you are interested, please write to Axel Friese,

friese@unternehmertum.de

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Inside the EMBA - EMBA student Helmut Drewes presents himself

Helmut Drewes, 36, studied Civil Engineering and Agriculture in South Africa and built up a small business a few years ago. For the EMBA program he moved to Germany.

"I run a small software business based in a laid-back surf city called Durban, South Africa. I was born in South Africa but come from a German family. I'm married to a wonderful wife called Erika and we're blessed with a confident 3-year-old son called Felix.

My business offers software and services to financiers and investors in agriculture. Food security and renewable energies are currently a hot topic and there are some big changes in how the industry is structured. My vision is to expand the business into other regions of the world. We have some good connections with businesses based in Europe and I would like to establish the central operations in Germany and stay here in the long-term. The EMBA provides an awesome opportunity to realise this dream much faster than I would do by knocking on doors as a freshman.

The EMBA took off with a bang. We have a fantastic bunch of guys who really share a vision of changing the world. I've personally struggled to communicate concepts with my new comrades and have learned the hard way on just how different business languages are between countries. Nevertheless my classmates have been incredible supportive and have earned my respect as role models in business. The UnternehmerTUM team is fantastic and the energy addictive. At the end of the day I suppose that's what the EMBA is about!"

If you would like to read more about the first weeks in the EMBA program, please go to www.innovationprogram.de/emba/blog/drewes.htm to get to Helmut's EMBA journal... You'll also find some pictures...

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Links

EMBA student Mark Möbius is writing a blog about how to be a future entrepreneur on the website of the entrepreneurship initiative enable2start. The Financial Times Germany and UnternehmerTUM host the enable2start competition, the most highly endowed media prize for entrepreneurship in Germany.

Click here to read the blog and to learn more about enable2start (in German):

<http://www.enable2start.de/blogs/gruender-von-morgen>

Read an article about the EMBA program in the Financial Times Deutschland on June 13, 2008 (in German):

<http://www.unternehmertum.de/medien/clipping.html?itemid=3670>

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Imprint

If you think this newsletter might be interesting to friends or colleagues, feel free to recommend it or forward it.

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