EMBA-2224-522-Study-Tour: Entrepreneurship made in Germany - Munich

Name of lecturer(s) & Email Alexander HAHN alex@return-on-digital-innovation.com	**Level, Status, Timing** Level 3 Elective Between 22-04-24 and 25-04-23	**ECTS** 3

Description of the course unit

This study trip will be an immersive and interactive journey through the Entrepreneurship eco-system of Munich. Besides being one of the most liveable cities in the world, Munich has transformed to one of the major powerhouses in the European entrepreneurship eco-system next to London, Paris and Berlin. Numerous seed, growth and unicorn - even decacorn - startups have been founded, scaled and exited in Munich such as Personio, Celonis, or Westwing. Besides pure digital new players the startup scene heavily profits from collaboration with the world-class universities and its incubators and the collaboration with large-scale international players such as Allianz, BMW, Munich Re or Siemens headquartered in Munich.

Course unit Chapters
- Learning about Startup Ignition and building, Startup Contexts and Scaling Startups
- Startup Ignition and Building
- Entrepreneurship in various tech and market contexts
- Scaling entrepreneurship
- Collaborating in entrepreneurship

Learning outcomes of the course unit
1. Learners will understand the entrepreneurial process and its various and distinct steps
2. Learners will remember best practices as well as learnings for startup resource acquisition (talent, customer, finance) through the growth process
3. Learners will analyze and evaluate several business models of early-stage and growth startups
4. Learners will understand the benefits and pitfalls of starting in a strong entrepreneurial eco-system
5. Learners will create suggestions for startup building, scaling and collaborating opportunities

Teaching Methods Lecture, Interactive Lecture, Directed Discussion, Experiential Learning, Case Based Learning, Project-based learning	**Learning Activities** Company visits, group discussion, ideation challenges, reflection sessions

Contribution to Programme Learning Objectives (PLOs)
- Learning Objective 1.1: Reinforcement
- Learning Objective 1.2: Reinforcement
- Learning Objective 2.1: Reinforcement
- Learning Objective 2.2: Mastery
- Learning Objective 3.1: Reinforcement
- Learning Objective 3.2: Reinforcement
	Assessment methodology / Students Use of Time and Load
	Individual assignment
	  - weight 33%
	  - workload estimated ≈ 8 hours
	  - due 21-04-24
	Individual assignment
	  - weight 33%
	  - workload estimated ≈ 6 hours
	  - due 26-04-24
	Individual assignment
	  - weight 33%
	  - workload estimated ≈ 10 hours
	  - due 19-05-24

Evaluation scale 0-20	

Contribution to the Sustainable Development Initiative

The learners will reflect on the various company and university interactions in oder to identify the contribution of the entrepreneur to the UN SDGs

Asynchronous Learning Material (Coursera)

Non Applicable

Readings

Required

Please have a look at Canvas for the mandatory readings regarding the companies

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking your Front Office Portal hosted on Canvas.