

THE TWELVE-MONTH CURRICULUM

MAY

2 weeks at HHL in Leipzig

Learning Module 1: Management Foundations

Objective:
Obtain a sound foundation of management knowledge

- Key Topics are:**
- Strategic Management
 - Finance
 - Accounting
 - Economics

2 weeks at UnternehmerTUM in Munich

Learning Module 2: Business Creation & Entrepreneurship

Objective:
Get a firm understanding of entrepreneurship and the creation of successful business models

- Key Topics are:**
- Fundamentals of Entrepreneurship
 - Opportunity Recognition
 - Prototyping
 - Product and Service Design
 - Entrepreneurial Teams
 - Innovation Process (Hands-on-Experience)

JUNE/JULY

In your company or at UnternehmerTUM
Timeframe 10 weeks

Project Module A: Develop Innovations and Business Models

4 x 3 days (Friday/Saturday/Sunday) at UnternehmerTUM in Munich

Learning Module 3: Operational Excellence

Objective:
Provide a firm understanding how to successfully organize the supply chain, manufacturing, marketing and sales

- Key Topics are:**
- Purchasing
 - Supply Chain Management
 - Manufacturing
 - Marketing
 - Sales
 - After Sales Service

AUGUST

10 days at UC Berkeley

Experience Silicon Valley

SEPTEMBER/OCTOBER

In your company or at UnternehmerTUM
Timeframe 10 weeks

Project Module B: Develop Innovations and Business Models

4 x 3 days (Friday/Saturday/Sunday) at UnternehmerTUM in Munich

Learning Module 4: Innovation & Leadership

Objective:
Increase capacity to deal with all issues that arise in innovation management and develop critical analysis and leadership skills

- Key Topics are:**
- Leadership Systems and Strategic Planning
 - Open Innovation
 - Discontinuous Innovation
 - Change Management
 - Leadership and Motivation
 - Negotiation

NOVEMBER/DECEMBER/JANUARY

In your company or at UnternehmerTUM
Timeframe 10 weeks

Project Module C: Develop Innovations and Business Models

4 x 3 days (Friday/Saturday/Sunday) at UnternehmerTUM in Munich

Learning Module 5: New Venture Creation

Objective:
Understand challenges that entrepreneurs are facing in fast growing businesses and explore issues in financing entrepreneurial ventures

- Key Topics are:**
- New Venture Finance
 - Risk Management
 - Legal Environment
 - Managing Growth
 - Globalization
 - Cultural Dimensions of Technology

FEBRUARY/MARCH/APRIL

Timeframe 3 months

Master Thesis: Learning through reflected action