



Be an  
Entrepreneurial  
Leader

# PROGRAM OVERVIEW

## University

Technical University of Munich (TUM) is one of Europe’s top universities. The culture of entrepreneurship has a long and successful tradition at TUM. Since 1990, it has been the launch pad for over 650 companies, which now employ around 14,500 people.

## Target Group

Our Executive MBA in Innovation & Business Creation is designed for entrepreneurs, upcoming business founders, corporate innovators and executive managers. The students will be able to develop and implement new business concepts and enter new markets with innovation-based business models.

## Program Start

Every year in April/May

## Content

- Excellent management education with focus on innovation and entrepreneurship
- Project work with individual startup and innovation advisory

## Degree

Master of Business Administration (MBA) awarded by TUM

## Duration

ca. 60 course days plus master's thesis

## Format

The program has a part-time structure to meet the needs of working people and business founders.

## Teaching Methods

- Interactive lectures
- Case studies
- Action-based learning
- Project work

## Language

English

## International Study Trip

Students will gain international experience with a study visit to the US. They will visit the UC Berkeley campus and network with startups, high-tech companies and venture capitalists based in San Francisco, the Bay Area and Silicon Valley.

## Program Partners

- UnternehmerTUM – Center for Innovation and Business Creation at TUM
- McKinsey & Company

## Tuition Fee

32,000 Euros plus student union fee

## Requirements

- University degree
- At least 3 years of working experience
- Entrepreneurial drive
- English language proficiency

## EMBA Alumni Network

- Alumni have started more than 50 companies
- Regular exchange of expertise and networking events

## Accreditation

Accredited by the Association of MBAs (AMBA)

# TABLE OF CONTENTS

<b>WELCOME</b>	<b>2</b>
<b>WHY CHOOSE OUR EXECUTIVE MBA?</b>	<b>4</b>
Becoming an Entrepreneurial Leader	
<b>PROGRAM FEATURES</b>	<b>6</b>
Turning Knowledge into a Practical Experience	
<b>CURRICULUM</b>	<b>8</b>
The Structure of your EMBA Journey	
<b>BUSINESS DESIGN</b>	<b>10</b>
The Right Tools to Create Something New	
<b>INNOVATION AND STARTUP PROJECTS</b>	<b>12</b>
Creating Instant Real-Life Value	
<b>TUM &amp; PARTNERS</b>	<b>14</b>
Counting on Outstanding Partners	
<b>LECTURERS</b>	<b>16</b>
Gaining Knowledge from Leading Experts	
<b>ALUMNI NETWORK</b>	<b>18</b>
Becoming Part of our Entrepreneurial Ecosystem	
<b>OUR STUDENTS</b>	<b>20</b>
Establishing Powerful Bonds	
<b>REQUIREMENTS, FEES AND APPLICATION</b>	<b>22</b>
Joining the Program	

# WELCOME



In times of rapid change, leaders need to build organizations that are able to continuously recognize, evaluate and execute on promising opportunities. This often requires certain mental agility, imaginative foresight and a set of skills that accompany innovation processes. It is clear that a focus on optimizing the present by relying on past experiences is not enough to participate in shaping the future. Leaders of companies of all sizes are realizing that they need to rethink past drivers of success and rediscover their entrepreneurial spirit.

Our Executive MBA in Innovation & Business Creation offers an opportunity to deepen your understanding of the intricacies of the entrepreneurial and innovation processes and develop your personal potential in leading them. The learning is deep and social – spending two years with like-minded, yet diverse and driven professionals and faculty creates powerful insights and bonds. Our classes are held in the state-of-the-art premises of the TUM Entrepreneurship Center, which houses under one roof the entire eco-system required for generating innovation and breakthrough entrepreneurship: top entrepreneurship researchers and educators, dozens of startups and international entrepreneurs from our incubator, TechFounders accelerator, startup coaches, venture capital fund, and a unique prototyping facility – the MakerSpace. From day 1 of the program, you will be immersed into a unique entrepreneurial eco-system.

We are committed to providing an educational experience at the interface of cutting-edge research, deep practical expertise and individual project work. Our alumni community continues to support us in this goal. We are excited to educate entrepreneurially-minded leaders who will be able to identify opportunities, lead innovation initiatives and make an impact within existing organizations or through new ventures – and proud that excellent accreditation agencies such as AMBA recognize our program's quality.

We are looking forward to starting a conversation with you – and the next generation of entrepreneurial leaders!

Prof. Hana Milanov, PhD

TUM Senior Vice President of International Alliances and Alumni  
Academic Director of the Executive MBA in Innovation & Business Creation  
TUM School of Management

# WHY CHOOSE OUR EXECUTIVE MBA?

The Executive MBA in Innovation & Business Creation is committed to being a leading entrepreneurship program for professionals. Expect the following from your MBA experience:

**Improve your management, innovation and entrepreneurship knowledge and skills**

- The program focuses on management, highlighting innovation and entrepreneurship.
- We offer an educational experience at the interface of cutting edge research and practical expertise.
- You will directly apply what you have learned in the projects you work on.

**Benefit from a strong partnership between TUM and UnternehmerTUM**

- TUM, one of Europe's most prestigious universities, and TUM School of Management rank excellently with respect to teaching, research and entrepreneurship.
- UnternehmerTUM, the Center for Innovation and Business Creation at TUM, has been supporting startups and established companies for almost 15 years.

**Build a strong network you can rely on for the rest of your life**

- In your class and in the alumni club, you will meet highly ambitious professionals from varied backgrounds, industries and countries.
- Our faculty consists of professors from numerous internationally renowned universities, as well as experts from the corporate and startup world.
- All courses take place in the Entrepreneurship Center of TUM and UnternehmerTUM, which houses researchers, practitioners, makers and startups from all stages under one roof. Becoming part of this vivid entrepreneurial community couldn't be easier.



# PROGRAM FEATURES

## Learning Modules

Lecturers from TUM School of Management, other internationally renowned universities and the corporate world will provide you with a sound theoretical framework of state of the art management skills. Besides a general management education, you will gain a detailed understanding of how to develop and establish new business, harness your ambition and drive forward innovation.

You will learn in a variety of ways, ranging from interactive lectures, case studies, discussions and action-based learning to ideation, rapid prototyping, team and project work. You and your peers – a unique group of motivated, creative and entrepreneurial individuals – will contribute to discussions and team work based on your pre-MBA work experience.

### Benefits:

- Acquire a sound foundation in general management
- Gain knowledge of the latest innovation and entrepreneurship research
- Experience interactive case studies and action-based learning
- Learn with and from highly experienced and motivated peers, entrepreneurs and corporate innovators

## Project Modules

In the project modules you will systematically evaluate opportunities and push projects forward by taking advantage of the structured business design process: You will develop prototypes for new products and services, prepare the market launch, work on the organizational structure of the venture and complete a business plan for your project.

The project work is structured in two phases: The team project (phase I) is focused on the learning experience. It leads you through the business design process – from ideation to a minimum viable product. During the individual project (phase II) you will concentrate on business modeling and development. You will be paired with a project advisor from UnternehmerTUM who will be the first point of contact. He/she will support you in driving forward your innovation or startup project.

### Benefits:

- Put theory into practice, individually and in teams
- Drive forward your innovation or startup project
- Benefit from support offered by your personal project advisor
- Access UnternehmerTUM's infrastructure, network and the 1,500-square-meter high-tech workshop MakerSpace

## International Study Trip

An exciting aspect of the Executive MBA is the study trip to Berkeley, San Francisco and the Bay Area. A five-day conference at the Haas School of Business at UC Berkeley will provide you with insights about the Californian characteristics of entrepreneurship and the venture capital industry. A two-day company tour invites you to get in contact with leading thinkers and doers of this vibrant entrepreneurial community.

### Benefits:

- Network with entrepreneurs, mentors from the Haas School of Business and venture capitalists
- Learn how to effectively communicate your business in an international environment
- Understand the US perspective and process regarding the building of successful startups

## Master's Thesis

The purpose of the master's thesis is to support you in summarizing, reflecting on and extending the insights and experiences gained from your innovation and business creation projects. You can e.g. work on a specific business challenge, which gives you the chance to use the thesis for your daily business and deepen your insights and know-how for your next career step.

### Benefits:

- Work on problems and projects relating to your real life business
- Use research and reflection methods in a business context

# CURRICULUM

MODULE 1: Strategy & Organization	MODULE 2: Entrepreneurship	MODULE 3: Entrepreneurial Finance & Accounting	MODULE 4: Marketing, Sales & Operations	MODULE 5: Leadership & Cooperation	MODULE 6: Innovation Management	MASTER'S THESIS
<ul style="list-style-type: none"><li>– Business Simulation</li><li>– Corporate Strategy</li><li>– Organizational Design</li><li>– Organizational Change &amp; HR</li></ul>	<ul style="list-style-type: none"><li>– Entrepreneurial Thinking in Management</li><li>– Entrepreneurial Behavior &amp; Teams</li><li>– Business Design</li><li>– Market Research</li><li>– International Entrepreneurship</li><li>– Entrepreneurial Growth</li><li>– Social Entrepreneurship</li></ul>	<ul style="list-style-type: none"><li>– Financial Statements &amp; Analysis</li><li>– Management Accounting</li><li>– Corporate Finance &amp; Valuation</li><li>– Value Based Management</li><li>– New Venture Finance</li><li>– Debt Financing</li><li>– Alternative Forms of Business Models &amp; Financing</li></ul>	<ul style="list-style-type: none"><li>– Marketing Strategy</li><li>– Sustainability Marketing</li><li>– Online Marketing</li><li>– Sales &amp; Negotiations</li><li>– Operations Management</li><li>– Big Data</li></ul>	<ul style="list-style-type: none"><li>– Leading Organizations to Success</li><li>– Leading Virtual Teams</li><li>– Leading Teams and Individuals</li><li>– Ethics &amp; Responsibility in Leadership</li><li>– Entrepreneurial Leadership</li></ul>	<ul style="list-style-type: none"><li>– Leading Innovation</li><li>– What can IP do for you as an innovator?</li><li>– Sustainability as a Source of Innovation</li><li>– Innovation Management</li></ul>	<p>Understand the scientific method and how it allows for applying the learnings of the different modules towards resolving a real-world problem.</p>

## TEAM PROJECT

Learn about the key concepts that facilitate the early stages of an entrepreneurial process and apply them in teams. You will be challenged to identify an entrepreneurial opportunity, build a prototype, gather customer feedback, design a viable business model, define hypotheses and test them through structured experiments.

### Key Topics:

- Opportunity Discovery and Evaluation
- Customer Discovery and Feedback
- Value Proposition Design
- Business Model Development

## INTERNATIONAL STUDY TRIP TO BERKELEY, SAN FRANCISCO AND THE BAY AREA

## INDIVIDUAL PROJECT

Bring your own innovation or entrepreneurial project to life. Design all aspects of your business model and identify areas with potential to disrupt existing solutions. Secure support from stakeholders and implementation strategies. Reflect on the process with your project advisor.

### Key Topics:

- Business Models
- Business Plan
- Venture Financing
- Investor Pitching

# BUSINESS DESIGN

In the project modules of the Executive MBA in Innovation & Business Creation, you will learn how to push your innovation or startup ideas forward. Nowadays, companies and startups operate in highly competitive markets. In order to survive, they must be innovative and seize new business opportunities.

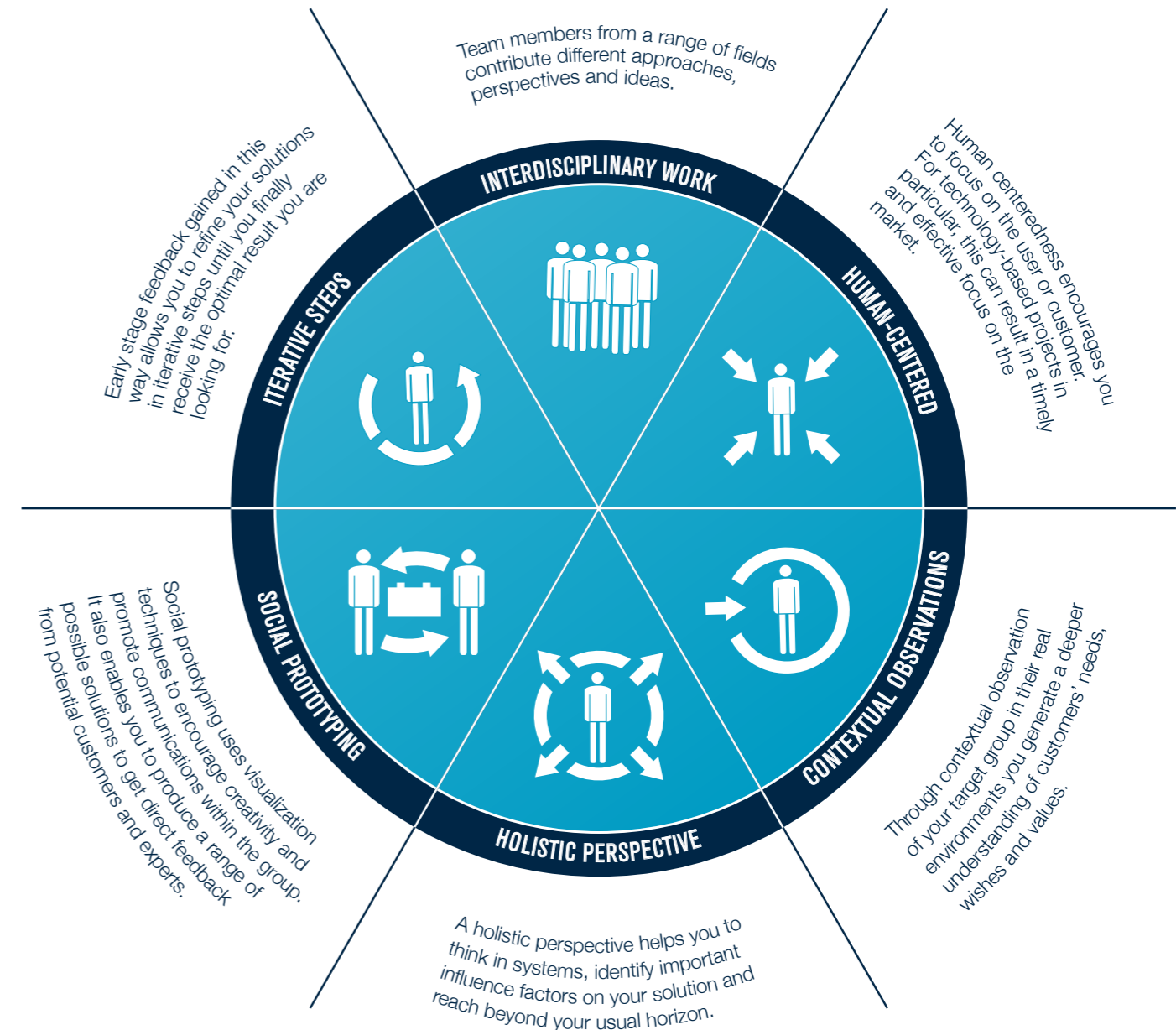
UnternehmerTUM's Business Design approach supports you in identifying, developing and realizing sustainable business. It uses proven principles of design, lean development and strategic management to open up new perspectives and give answers to questions that may have not yet been asked – supporting you and your team in developing a more target-oriented and profound commitment to your project.

Whatever impulse you will get for an innovation or a startup – may it be a new technology or simply a gut feeling about market needs – a huge field of unknowns makes it difficult to validate entrepreneurial opportunities. If you are looking to expand an existing business or set up a new one, you will need to identify these unknowns and find ways of dealing with them as quickly as possible. This is where our reliable method and tool set come into play.

Business Design helps you find answers quickly and cost-efficiently. When creating new products and services, we explore the real needs and desires of our customers while considering technological feasibility and profitability. Applying Business Design principles in a business context successfully will support the agile development and optimization of products, services, business models, processes and strategies.

#### Benefits:

- Evaluate entrepreneurial opportunities more accurately
- Eliminate as many unknowns as possible in the innovation or startup process
- Enhance the fit-to-market and reduce the cost-to-market and time-to-market
- Gain a common understanding of the directions of your future business



# INNOVATION AND STARTUP PROJECTS

## Students' Project Cases



### Frédéric Strass

works as Vice President of International Business Development at Sortimo International, a midsize company from the automotive industry. He joined the program in order to push innovation within his company and to prepare it for the challenges of digital transformation.

"We all tend to become creatures of habit over the years. But failing to adapt your business model in a rapidly changing environment will definitely cause trouble. I opted for the program as it enables you to gear up with the latest toolkit and to apply it outside the classroom."

During the EMBA, Frédéric became familiarized with various business models as well as numerous business design tools and methods. But more importantly, he learned how to apply them to projects and integrate them into his own company. His project work resulted in an i-mobility strategy that was successfully implemented at Sortimo.

"What makes this program so precious is that you get new impulses from the people in your class. I have been learning and working with entrepreneurs, founders, CEOs and managers from 16 countries. Exchanging thoughts and ideas with professionals from totally different backgrounds will definitely positively impact you on a personal level and make you want to leave your comfort zone and explore new things."



### Catharina van Delden

is founder and CEO of innosabi. Innosabi uses Web 2.0 technologies to enable active cooperation between companies and their customers in the early phases of product development. This is how new products and services can be brought to market with a higher rate of success.

The knowledge and tools from the Executive MBA in Innovation & Business Creation have been a major success factor in innosabi's development. "The program helped me to make our whole business concept way more scalable. We developed our company from a consulting business to a technology driven business."

Founded in December 2010, innosabi looks back on successful product and service developments for companies like Coty Beauty, Continental, Messe München and LIDL. In 2011, it was named the best German ITC startup by the German Ministry of Economics and Technology. By the end of 2013, innosabi launched two new platforms to support B2B and B2C innovation processes – and is already working on its next projects.

Six years after her graduation, the EMBA program is still influencing Catharina's work: "The connections I made have proven invaluable: I still profit from the networks I formed and from the frequent exchange with my fellow classmates and other alumni."



### Denise Schuster

is founder and CEO of UnserParkplatz. Before becoming part of the program, she led a medium-sized company for six years and had additionally started her own company.

"I didn't have a vision or a plan of how to actually establish a real startup. The Executive MBA in Innovation & Business Creation introduced me to a totally new way of thinking. In class, I found amazing people who also had that spirit and we took the chance to found our own startup, UnserParkplatz."

UnserParkplatz introduced a platform for renting parking spaces, aiming to solve the parking problems in large cities. Truck drivers are provided with the reservation system "Park your truck", which they can use to reserve an overnight parking space at more than 50 truck stops. As a result, they do not have to take the risk of parking on access and exit roads of roadstops or even on the shoulders of busy highways. For this innovative approach, UnserParkplatz was awarded the "DeutscherIdeenPreis 2016".

Denise concludes: "I recommend the program to anyone who values independence, entrepreneurial thinking and self-realization. If you have the urge to change, this is the place."

## Individual Innovation and Startup Advisory

Every innovation and startup project is different and needs individual support. During the project work, you will be paired with a project advisor, who will be your first point of contact for questions about your individual project. All project advisors are accomplished experts from UnternehmerTUM – the Center for Innovation and Business Creation at TUM. Through their experience with innovation projects from their large network of industry partners (including many DAX-listed corporations), they have wide-ranging skills and knowledge regarding the building up of companies, specific expertise in numerous markets and skills in areas such as strategy, finance, product and service development, marketing, sales and HR.

### The Project Advisors will...

- Guide the students through their innovation and startup projects
- Support the students in developing the project roadmap and managing their projects
- Advise on the project progress
- Facilitate expertise, i.e. bringing in topic-related UnternehmerTUM experts as well as external experts
- Offer access to the UnternehmerTUM infrastructure, i.e. rapid prototyping tools, innovation labs, meeting rooms, and the MakerSpace, a 1,500-square-meter high-tech workshop providing members with access to machines, tools and software as well as a creative community.

# TUM & PARTNERS

The Executive MBA in Innovation & Business Creation is a result of a strong partnership between Technical University of Munich (TUM) and UnternehmerTUM, TUM's Center for Innovation and Business Creation. The academic degree is awarded by TUM.

## Technical University of Munich



Technical University of Munich (TUM) is one of Europe's top universities. TUM School of Management, established in 2002, carries out world-class research and teaching at the interface between management and technology. TUM is committed to excellence in research and teaching, interdisciplinary education and the active promotion of promising young scientists. The university also forges strong links with companies and top universities, both at home and abroad. TUM is the first German university with an international campus in Singapore (TUM Asia), and is represented in the world through liaison offices across five continents.

TUM is regularly highly positioned across a number of international rankings:

- **Excellence in working with students** – #11 in the world (Global Employability Rankings 2015)
- **Excellence in research** – top university in Germany, among top 50 globally (Shanghai Ranking – ARWU, 2016)
- **Excellence in entrepreneurship** – best in supporting entrepreneurship among large German universities (Gründungsradar 2013)
- One of the first in Germany to be named a **University of Excellence**

Since TUM's founding, famous scientists and engineers, such as Carl von Linde and Rudolf Diesel, have shown how pioneering inventions can be used to create innovative products, services and businesses. Since 1990, TUM has contributed to more than 700 startups that employ approximately 14,500 people.

## UnternehmerTUM

unternehmertum  
Center for Innovation and Business Creation at TUM

UnternehmerTUM, the Center for Innovation and Business Creation at TUM, accompanies and supports startups and established companies in the creation of successful businesses – from the initial idea throughout the growth stage. Entrepreneurs, startups and corporates benefit from UnternehmerTUM's experience in building up new businesses, a unique infrastructure, innovative methods and a strong network. Each year, the center supports the establishment of more than 50 businesses and innovation projects.

"TechFounders", UnternehmerTUM's accelerator, pushes forward tech startups from all over the world during a 20-week program. UnternehmerTUM Fund provides venture capital for promising young technology companies with international market potential. UnternehmerTUM's MakerSpace gives makers, hackers and creatives access to a 1,500-square-meter high-tech workshop.

At their new Entrepreneurship Center, TUM and UnternehmerTUM combine their offerings and services for entrepreneurs under one roof. Here, startups, innovators and makers will find the footing to conceive their startup projects.

## McKinsey & Company

### McKinsey&Company





















McKinsey & Company is the generalist among consulting firms. The fundamental issues that McKinsey addresses encompass all important top management concerns – from strategy and organization to operations and systems. McKinsey's special expertise is the ability to closely link functional know-how and profound industry knowledge worldwide.

McKinsey & Company has been a partner of the Executive MBA program since the beginning and has taken part in designing and developing the program.

# LECTURERS

















An international top-class board of lecturers will help you strengthen your entrepreneurial skills and increase your understanding of business and innovation. By networking with experts from the corporate, academic and entrepreneurial worlds, you will gain a sound foundation in business innovation and startups.

## ACADEMICS

Prof. Oliver Alexy TUM School of Management		Prof. Christoph Ann TUM School of Management		Prof. Frank-Martin Belz TUM School of Management		Prof. John Bessant University of Exeter		Prof. Reiner Braun TUM School of Management	
Prof. Nicola Breugst TUM School of Management		Dr. David Charon UC Berkeley		Prof. Jerome S. Engel UC Berkeley		Prof. Gunther Friedl TUM School of Management		Prof. Joachim Henkel TUM School of Management	
Prof. Christoph Kaserer TUM School of Management		Prof. Helmut Kromar TUM Department of Informatics		Prof. Hana Milanov TUM School of Management		Prof. Alwine Mohnen TUM School of Management		Prof. Kathrin Moslein University Erlangen-Nuremberg	
Prof. Bernd Mühlriedel TUM School of Management		Prof. Holger Patzelt TUM School of Management		Prof. Claudia Peus TUM School of Management		Prof. Christina Raasch TUM School of Management		Prof. Isabell M. Welpe TUM School of Management	

Entrepreneurs, startup teams, managers and Executive MBA alumni will regularly join the class to talk about the practical aspects of entrepreneurial activity as well as their own business development and experiences.

## GUEST SPEAKERS (FOUNDERS, EXPERTS & ALUMNI)

Dr. Sven Asmus Orange Hills		Philipp Belter RÖHRBOHN LLP   Rechtsanwälte		Tobias Burkhardt Shifftschool		Dieter Cybok Salesforce	
Catharina van Delden innosabi		Simon Fischer CLEVIS		Dr. Christian Götsch experteer		Dr. Manuel Götzendörfer UnternehmerTUM	
Dominik Güber Customized Drinks		Florian Henle Polarstern		Dr. Lars Hoffmann ts4x		Ingo Potthoff UnternehmerTUM Fund	
Aashi Val Traveling Spoon		Dr. Niko Waesche GfK		Philipp Walz Irramizoo		Dr. Katharina Willis Orange Hills	

Many more lecturers and speakers will contribute greatly to your development. For a complete list of faculty members, please visit our website at [www.innovationprogram.de](http://www.innovationprogram.de)

# ALUMNI NETWORK

Benefit from an international network of entrepreneurs, business founders and managers, scientists, industry experts and investors. After you graduate, why not join our active Alumni Club of the Executive MBA in Innovation & Business Creation and the Alumni Association of Technical University of Munich? Your connections with fellow students, professors and lecturers will last a lifetime.

## EMBA Alumni Club

Since the program's origin in 2008, the alumni of our Executive MBA in Innovation & Business Creation have formed a strong network. They have started up more than 50 companies and joined the ranks of leading business managers. As network members and alumni, they exchange expertise, launch projects together and support each other with questions and problems.

### Benefits:

- Discover startup hotspots such as Tel Aviv during one of our Alumni Trips
- Attend our Alumni Academy – a series of workshops and presentations delivered by alumni for alumni
- Join the current class for Alumni Open Class Days and benefit from connections across classes
- Visit founders and intrapreneurs from the alumni network at their workplaces
- Join regular networking events, get-togethers and social events such as visits to Oktoberfest and weekend skiing trips



"The EMBA program, whilst being young, already boasts a strong and enthusiastic Alumni Club. There is a healthy schedule of events throughout the year to allow members to meet, network and remain part of the TUM and Unternehmer-TUM family. I enjoy the opportunity to connect and stay in contact with a growing number of passionate and interesting people. As the club grows from year to year, the opportunities it can provide, through networking, speakers, events, will only become more exciting and I relish the chance to be part of that."

*Dan Burns, Chairman of the EMBA Alumni Club Class of 2009*

## TUM Alumni Network

More than 50,000 TUM alumni in Germany and abroad are currently benefiting from having joined the TUM network after graduation. TUM alumni groups can be found in many countries across Europe, Africa, Asia, the Americas and Oceania. This top-class academic network also offers graduates access to the latest research findings and the most exciting developments in their respective fields.



# OUR STUDENTS

The Executive MBA in Innovation & Business Creation brings together a unique group of highly motivated, creative, entrepreneurial professionals from all kinds of backgrounds. Working in small groups, you will collaborate and share experiences with a diverse range of people. Moreover, our active alumni will provide you with lifelong access to valuable connections.

### Variety of Participants

**Average work experience:** 8 years

**Average leadership experience:** 4 years

**Average age:** 34 years

**Share of international students:** 52%

**Share of female students:** 22%

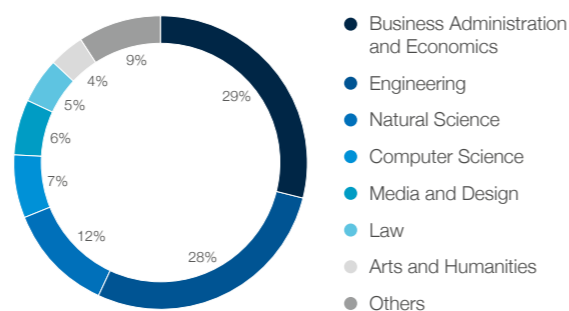
**Corporate representatives include:**

Accenture, Airbus, Allianz, BMW, Bosch, BSH, Dachser, Deloitte, Deutsche Bank, Deutsche Telekom, Expedia, EY, Fraunhofer, GE, Google, Hubert Burda Media, Intel, Lufthansa, MAN, Microsoft, ProSiebenSat 1, Salesforce, SAP, Siemens, Swisscom, Vodafone and others

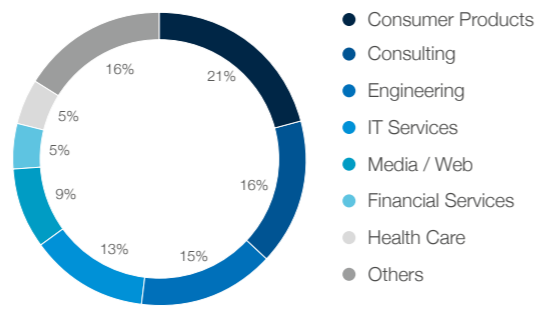
**Startup representatives include:**

Berlin Shuttle, CaptchaAd, enbreeze, Fedano, Fiordilino, Glamloop, I love leo, innosabi, Mr Beam Lasers, mybestbrands, sunhill technologies, tiramizoo, UnserParkplatz, Vitafy and others

### Educational Background



### Industrial Background



**Sultan Shair**  
Class of 2015

“Before I discovered the EMBA in Innovation & Business Creation, I worked in R&D for eight years, the last three of which at GE Global Research. Throughout my working time, I felt the need to hone my business knowledge. Convincing executive management to fund and support innovative ideas meant that I needed to think the way they did. This program was the perfect fit for my personal and professional goals. Building business cases and balancing them with projects’ technical requirements have now become a fundamental part of my day-to-day work. I do this with the mentality of a startup entrepreneur. This program has helped me make a leap in the way I work.”



**Aylin Koca Güleşir**  
Class of 2014

“I chose to attend this EMBA program after deciding to co-found my high-tech startup in Munich and before I moved here from the Netherlands. This turned out to be perfect timing: The program provided me with practical insights into entrepreneurial management, the relevant network, links and entry points to the German market. Also, while letting me experience the best of Silicon Valley within a great team of fellow MBAs and benefiting from endless support from the program organizers in everything I did. Especially enjoyable for me was the diversity in the class, the well-seasoned professionals involved helping to immediately form an invaluable and accountable network. Highly recommended!”



**Ioana Szilagyi**  
Class of 2015

“The decision to start the EMBA in Innovation & Business Creation came to me in a time of professional monotony, when I was sure that my career path needed a dramatical change. The program helped me refine my own competitive advantage; it opened up various opportunities through its strong network; and it offered me the valuable entrepreneurial tools and mindset to make great things happen fast. After the program, I joined the fastest growing German startup for Consumer Electronics, Bragi GmbH. As Head of Information Systems, I contribute to the innovative future of high-tech hearables and in-ear assistants. I definitely recommend this EMBA program to everyone with an entrepreneurial spirit and a high motivation to achieve great things. It is life changing and inspiring.”



**Sven Rens**  
Class of 2015

“Three years ago, while working for a DAX company, I felt a strong desire to reposition myself. When I heard about this MBA program, I was immediately sold. Over the course of the program, my classmates and I met numerous founders who spoke from the heart and really got across what counts when you start your own company – that was a revelation for me. By the end of the program, I got to know the people I am now working with at Mr Beam Lasers, a startup selling desktop laser cutting systems. Having successfully completed a Kickstarter campaign some weeks ago as Mr Beam's CFO, I am now looking forward to the next steps in my entrepreneurial journey.”

# REQUIREMENTS, FEES AND APPLICATION

## Requirements

- University degree: Bachelor, Diploma, Magister, “Staatsexamen” or equivalent
- Minimum of three years of professional experience
- Entrepreneurial drive, creativity and dedication as well as strong intellectual abilities and analytical skills
- English language proficiency: The program language is English, meaning participants must be proficient enough to communicate professionally in courses and innovation projects. All application documents must be handed in in English, and personal interviews are held in English as well.

## Fees

The course fees of 32,000 Euros (plus student union fee) cover tuition and learning materials.

## Application Documents

Please include the following in your application:

- Complete application form
- Resume
- Proof of working experience of at least three years (e.g. confirmation of employer, extract of contract, job reference letter)
- Certified copy of your first university degree (degree certificate and transcript of records)
- Essay and letter of motivation
- Copy of your ID or passport

For a complete list of all the required documents, additional information on certifications and a digital copy of the application form, please refer to our website:

[www.innovationprogram.de](http://www.innovationprogram.de)



**Imprint**

**Publisher, Copyright:**  
 UnternehmerTUM GmbH

**Editorial work:**  
 Simon Kratzer, Claudia Liebethal

**Layout, Final artwork:**  
 Kathrin Kühnel, Dominik Schieß

**Photo and graphic credits:**  
 Quirin Leppert

**Print:**  
[www.designstudio-sedlmeier.de](http://www.designstudio-sedlmeier.de)

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- Join one of our EMBA Days
- Meet us in person for a  
1-to-1 consultation



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