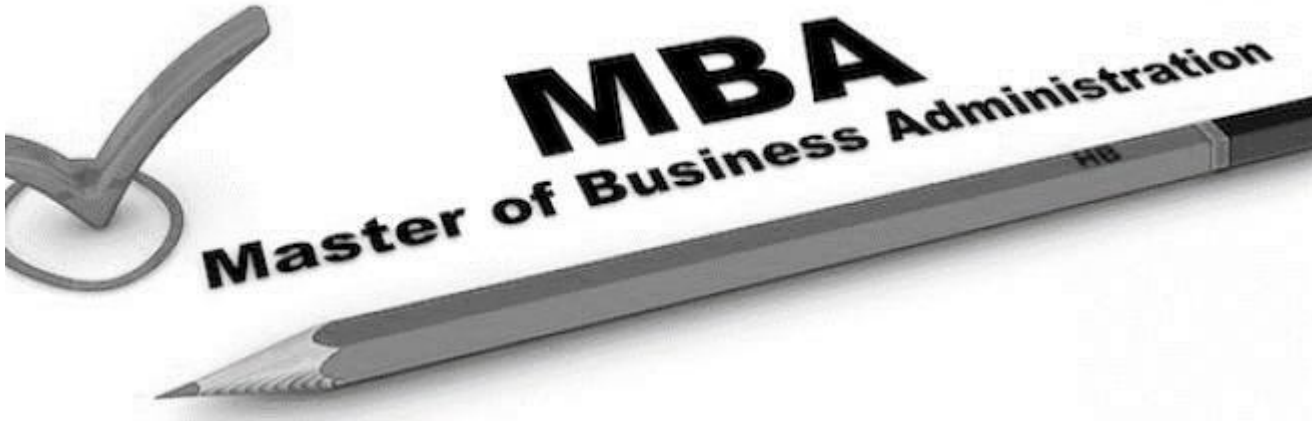


Branch: Business Administration



Code: EMBAIE

Option: Executive MBA in Innovation and Entrepreneurship

Level: Master

Prerequisites:

Opportunities:

Description

The MBA in Innovation and Entrepreneurship is specially designed for professionals and managers with a passion for entrepreneurship. The program combines excellent academic management training with individual start-up and innovation advice.

What is the program about?

The Part-time Executive MBA in Innovation and Entrepreneurship combines the strengths of the TU Munich with the entrepreneurial skills of Unternehmer UUT, the innovation and entrepreneurship center of the UUT. It combines excellent academic management training with individual advice on innovation and entrepreneurship and thus offers an excellent opportunity to acquire and develop entrepreneurial skills. The Executive MBA is aimed at entrepreneurs, future founders as well as specialists and company executives who are interested in a general management education with a specialization in the fields of innovation management, entrepreneurship and business model development. The program offers ideal conditions and support for the development of business ideas and the creation of new business areas or companies. During a study visit

to Berkeley, San Francisco and the Bay Area, participants gain international experience and establish contacts with start-ups, high-tech companies and venture capitalists.

Quality and competences:

Graduates of the Executive Master of Business Administration in Innovation & Business Creation program have a strong entrepreneurial personality combined with the business knowledge and tools needed to develop and implement business models.

After completing the Executive MBA in Innovation & Business Creation, students are particularly qualified for tasks with a strong entrepreneurial link. Graduates are equally well prepared to start their own company or to implement an innovation project within an established company. At the end of the program, graduates will have the following skills, abilities and knowledge. Graduates:

- Are familiar with business management processes and are able to evaluate and improve them;
- Know the existing management concepts and strategies and are able to penetrate and then integrate the different models;
- Have the experience to develop business models and implement them in practice;
- Can evaluate, implement and steer innovation processes in companies and organizations;
- Have an intercultural understanding, and can thus cope with the situations and challenges of global markets;
- Have a broad range of interdisciplinary knowledge that enables them to assess and overcome the challenges of fast-growing markets;
- Are able to work purposefully and cooperatively with, and even lead, a wide variety of individuals and groups, based on practical and reflective experience of working in teams.