

Module Overview “Project in Entrepreneurship and Innovation Management”

As part of a new module beginning in winter term 20/21, students will develop business cases for innovative real-world ideas and challenges

Course Idea / Structure



External partners (e.g. renowned companies, start-ups) and **researchers** from TUDA submit developed **technologies** or real-world **business challenges**



Student teams **leverage** theoretical **knowledge** from entrepreneurship & innovation management to **develop a business case** for the submitted technologies / challenges



Students will be taught **key business case concepts** and participate in **hands-on workshops** (e.g. design thinking, scenario analysis)



Student teams present the **developed business cases (pitches)** in front of a jury as well as company representatives



Course Outcomes

Company / Research Team



Receive comprehensive business case

Students



Work on real-world business case in innovative setting

Open for Master Students in EIM, WI or WINF (6 CP).

Submit your application via e-mail to konstantin.kurz@tu-darmstadt.de (deadline: 15.10.2020)!