

Module Overview “Project in Entrepreneurship and Innovation Management I” (PEIM I)

As part of the PEIM I module, students will develop business cases for innovative real-world ideas and challenges

Course Idea / Structure



External partners (e.g. renowned corporates, consulting companies, start-ups) 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 technology / challenge



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



Student teams present the **developed business cases** 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).
Register online via TUCAN!