

Entrepreneurship Education & Employability

UnternehmerTUM - Center for Innovation and Business Creation

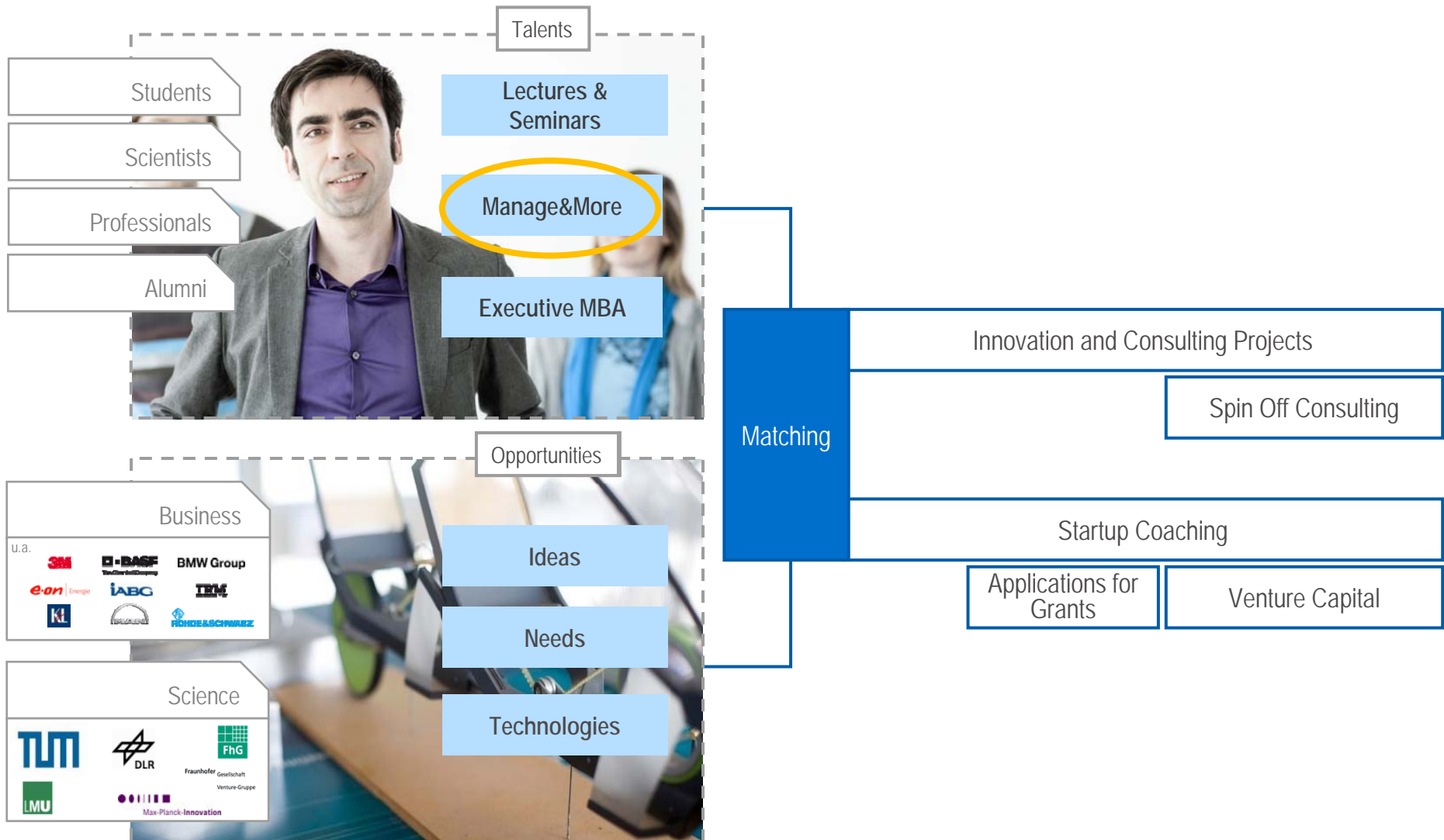
UnternehmerTUM - the Center for Innovation and Business Creation



- UnternehmerTUM GmbH: founded in 2002
- UnternehmerTUM Projekt GmbH: founded in 2010
- Shareholder: Susanne Klatten
- Associated Institute of Technische Universität München (TUM)
- Over 40 employees

UnternehmerTUM
bridges the gap between
the university and the
world of business

UnternehmerTUM matches talents, ideas, markets and capital



Manage&More

Entrepreneur of tomorrow

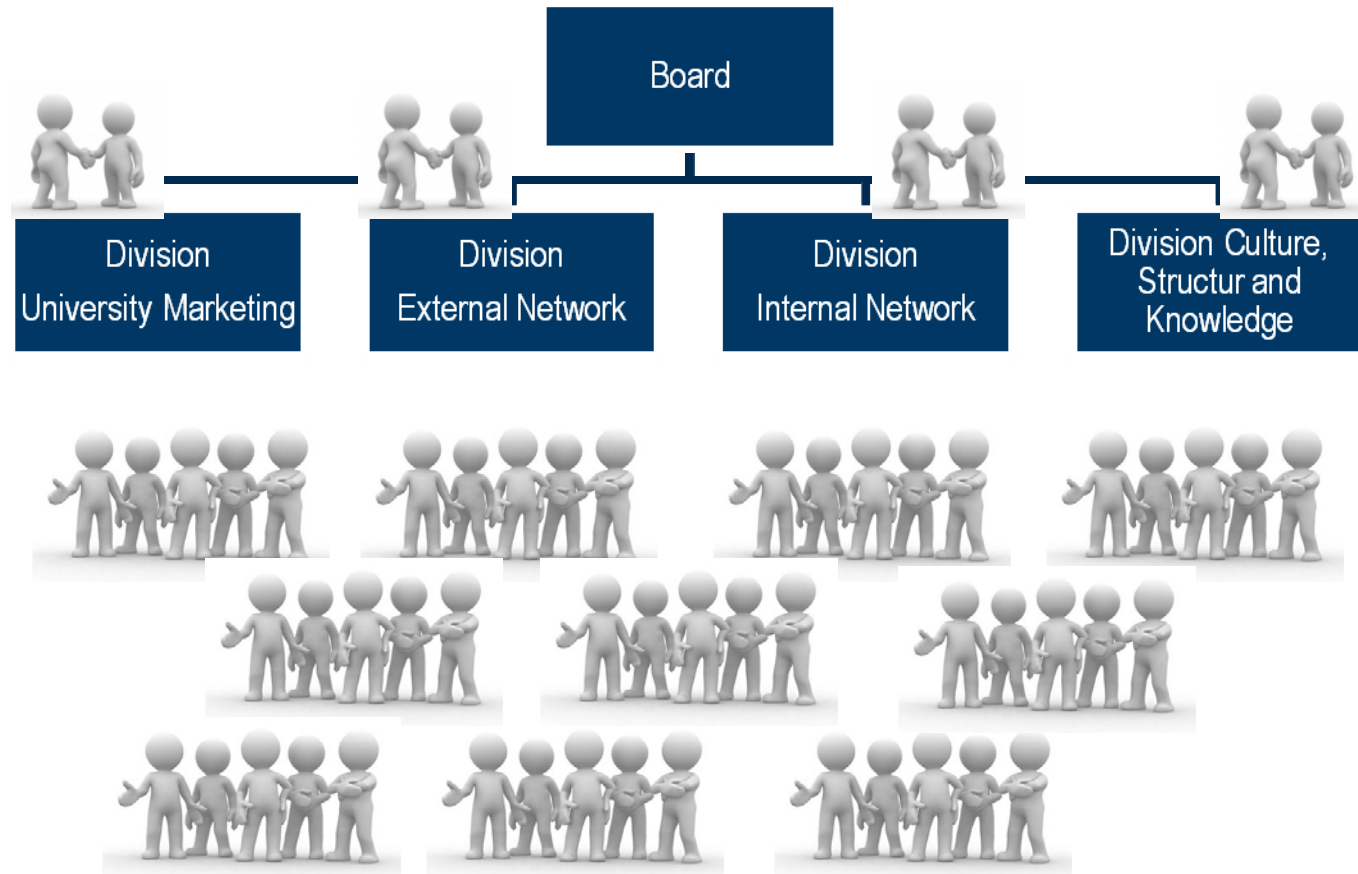
- 18-months entrepreneurship program of UnternehmerTUM
- for intra- and entrepreneurs of tomorrow
- 20 ambitious and highly-outstanding students per semester
- Three-stage selection process
- Interdisciplinary: students and scientists of all faculties of TUM
- Time required: about 15 hours a week



Modules of Manage&More



Strengthen communication and leadership skills



Enjoy, Experience and Recruiting

One Example: Lufthansa Experience Day



Entrepreneurship Education in Projects



One Example of successful founding – komoot GmbH

- Entrepreneurial education with Manage&More for both founders Markus Hallermann und Tobias Hallermann
- Assistance and consulting for the team from project start 2008 till founding 2010

Navigation-solutions
for outdoor-experiences



komoot GmbH: individual routes, designed for you

Summer 2007:

“We have an idea!”

Summer 2008:

Business Plan Basic Seminar



komoot GmbH: individual routes, designed for you

Winter term 2008/09:

Manage&More Self-Initiated Project

Winter term 2008/09:

Business Plan Advanced Seminar

“We won our first prize:”



komoot GmbH: individual routes, designed for you

Summer term 2009:

Manage&More Self-Initiated Project, 2nd Iteration

- First media awareness
- Winning business plan competition: BMWi
- Government funding Exist



komoot GmbH: individual routes, designed for you

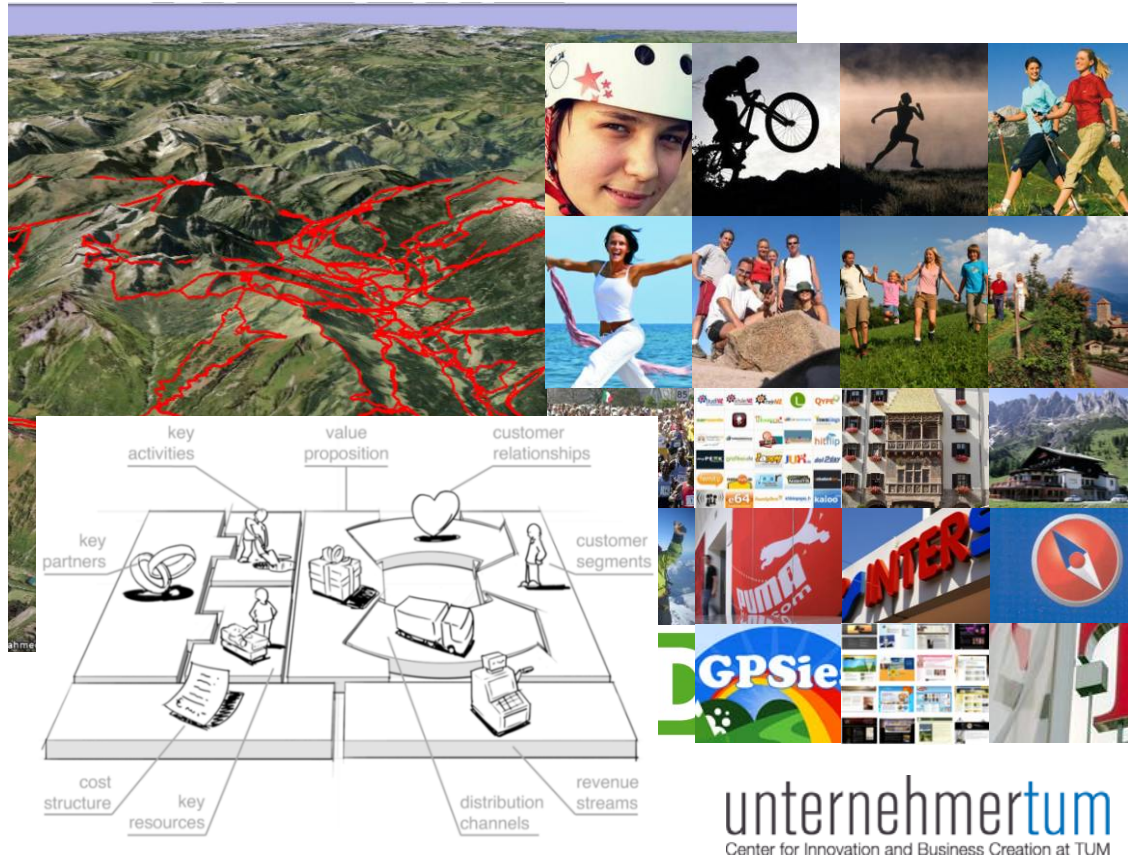
Winter term 2009/10:

Manage&More Self-Initiated Project, 3rd Iteration

Office space at UTUM

Working on Marketing and business model with UnternehmerTUM experts

Proof of concept



komoot GmbH: individual routes, designed for you

Company founded in May 2010

More than 15.000 app downloads

Two digit sales for premium subscription version 4,95/ month

More successes at BP competitions

Now closing financing



<http://www.komoot.de/>

Our Manage&More Partners

Cooperation between the academia and the world of work

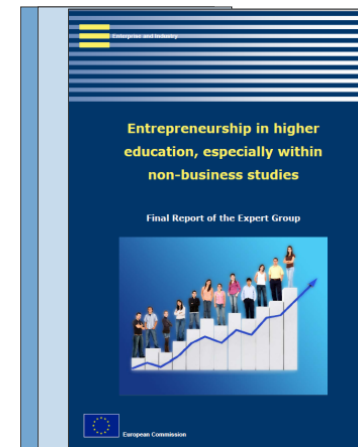
	BMW Group
EADS	 Garching Technologie- und Gründerzentrum
iABG	 Lufthansa
McKinsey&Company	 <i>Feel the drive</i>



Manage&More

Status quo

- Well-proved program
established in April 2004
- Strong Manage&More alumni network
www.mm-alumni.de
founded in 2005
currently 280 members
- Manage&More as a Good Practice
EC 2008, Entrepreneurship in higher education, especially
within non-business studies
Holz 2011, Good-Practice-Examples, European Enterprise
Award 2010/11
WEF (i.V.), EAG Good Practice



Manage&More

Next steps:

- **Dissertation Sabrina Niederle**

*Title: Entrepreneurship Education and Employability.
A longitudinal analysis of their relationship.*

*Theorie based on the model of Employability, Fugate,
Kinicki & Ashforth, 2004*

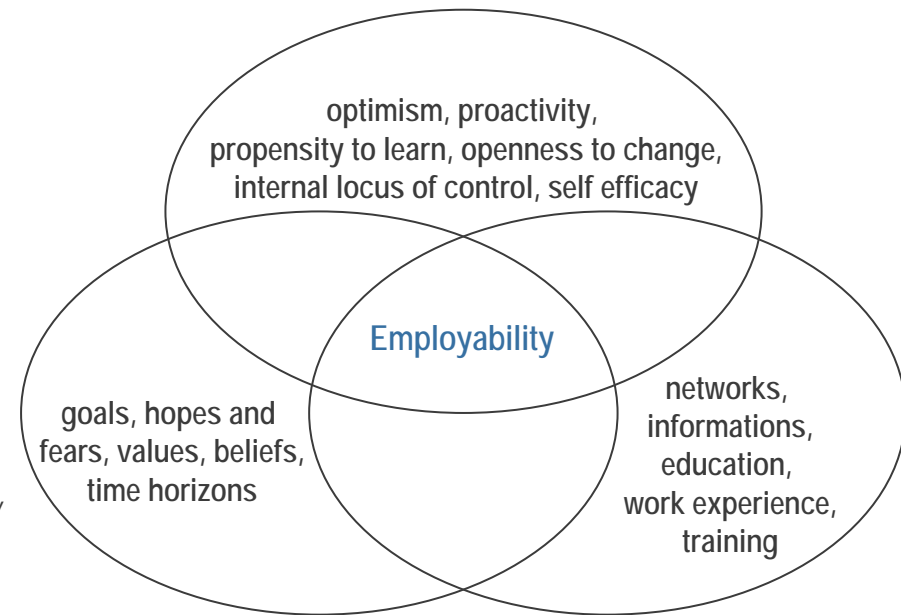
Time schedule: complete the work in spring 2012

- **Evaluation Study**

*Working title: The impact of entrepreneurship education: An
evaluation of the Entrepreneurial Qualification Program
"Manage&More". A longitudinal impact and process
evaluation.*

*Time schedule: start in October 2011, first results in
summer 2012*

- "...never standing still... "



Contact

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Back up

About me

Business:

- Executive Director of Manage&More, UnternehmerTUM GmbH – Center for Innovation and Business Creation
- Several innovation projects for e.g. IBM, IDEO, MAN, 3M
- Co-Founder of Tausend Ideen, event service agency



Academia:

- PhD cand. in Psychology and Management/Entrepreneurship (cand. Dr. rer.pol.), Universität der Bundeswehr (UniBw)
- Diploma in Sport Management (Dipl.-Sportwiss.), Technische Universität München (TUM)

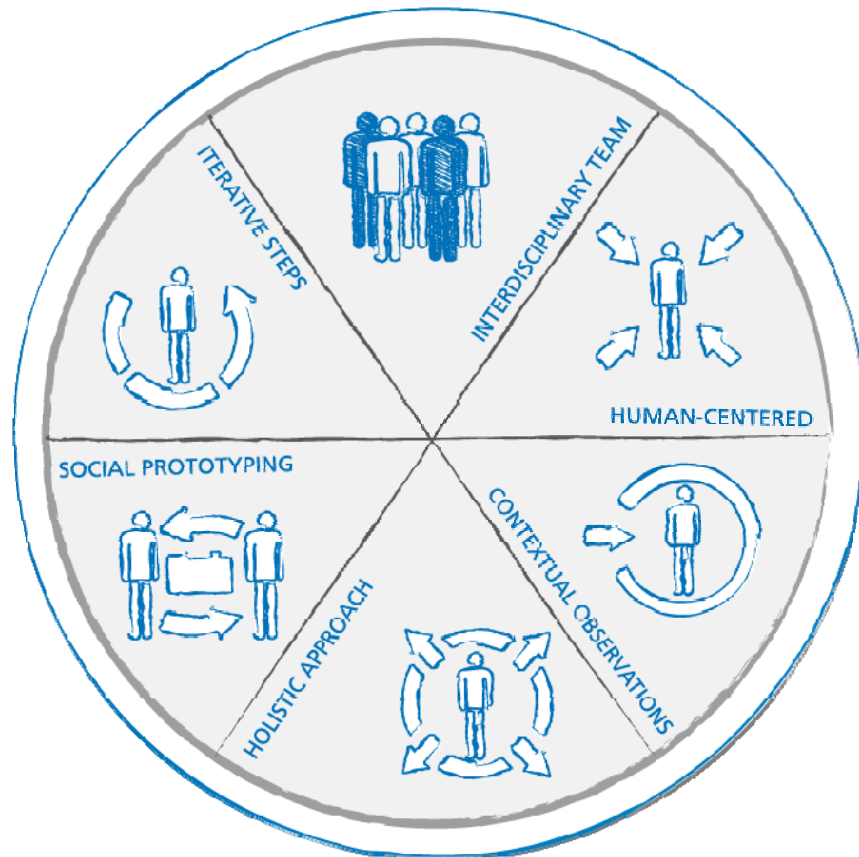
Our teaching methods



- Learning by doing: hands on experience
- Action based learning
- Innovation Approach “Business Design”: Six Guiding Principles for Successful Business Innovation
- Get in contact with intrapreneurs, entrepreneurs & practitioners
- Highly interactive workshop character
- Interaction, feedback loops between teams
- Interdisciplinary teamwork
- Prototyping – right, rapid & rough
- Transfer of entrepreneurial know-how and key competencies through practical work in projects
- Development of entrepreneurial intentions with practical organization management

Innovation Approach “Business Design”

Six Guiding Principles for Successful Business Innovation



Benefits:

- Time-to-Market: Shortening the time from proposal to realisation
- Fit-to-Market: Increasing the consumer acceptance
- Cost-to-Market: Reducing the costs for starting up the business
- New-to-Market: Increasing the degree of innovation of the products, services and processes

Experience at UnternehmerTUM:

- Academically proven methodology, 4 dissertations and 12 master's theses
- Successfully applied in over 100 industrial projects

1st Step: Team Project

- 20 Manage&More scholars work together in their first semester and prove themselves in a real industry project
- Project leader: Employees of UnternehmerTUM
- Coaching in project management - methods – techniques - tools – creativity: experienced project advisors of UnternehmerTUM
- Timeline: about 4 month



Team Project

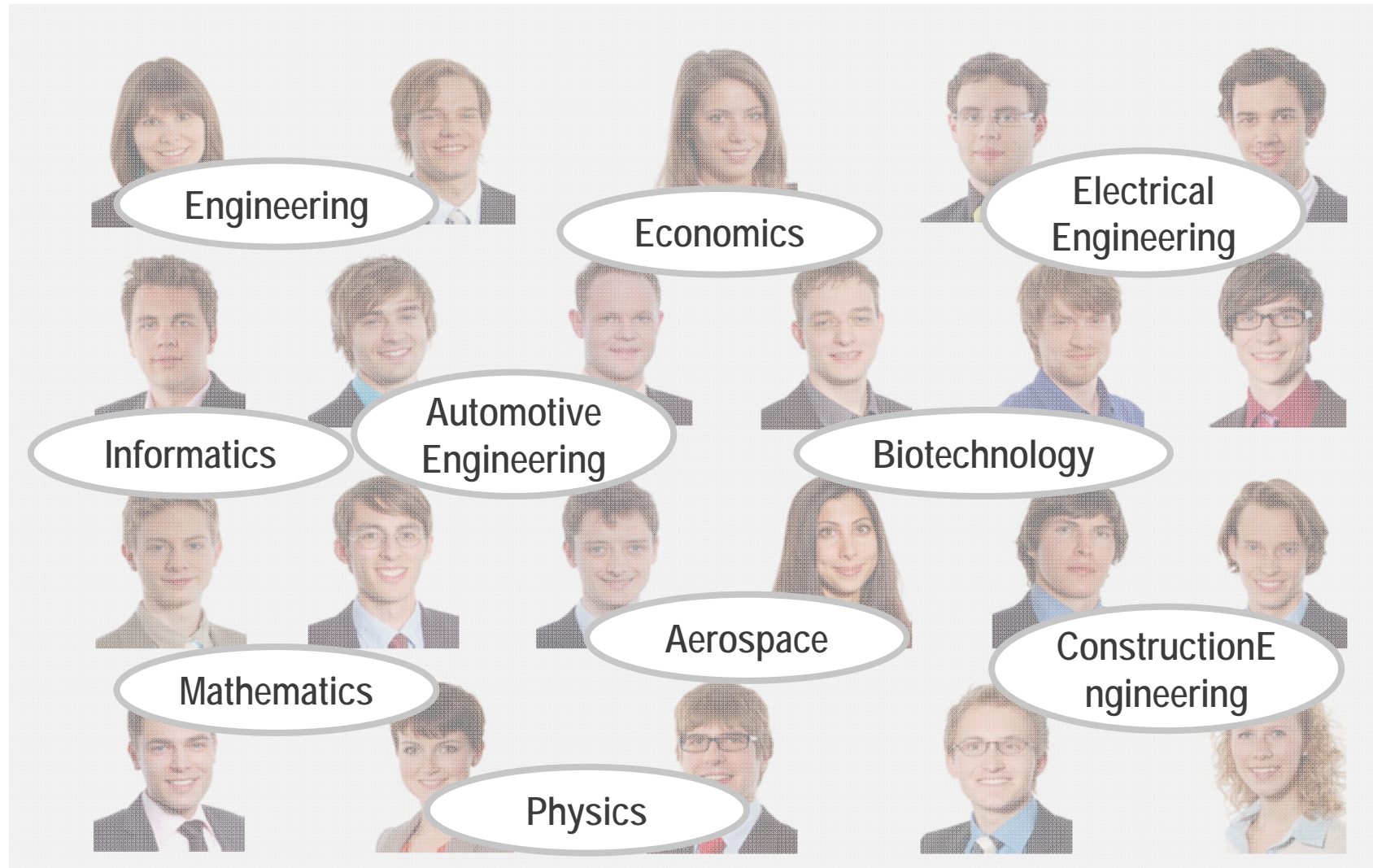
Example: K&L Ruppert - Strategic Approaches for Online Shopping

The screenshot displays the K&L Ruppert online shopping interface. At the top left is the K&L logo. Below it, a navigation bar includes a search bar and a 'Home' link. The main content area is divided into several sections:

- Artikelsuche:** A search bar with a dropdown menu for categories and a 'GO!' button.
- Damen Trends:** A list of categories including Jacken & Mäntel, Blazer, Pullover, Blusen, T-Shirts & Tops, Röcke, Hosen & Jeans, and Accessoires.
- Herren Trends:** A list of categories including Jacken, Anzüge, Pullover, Hemden, Poloshirts, T-Shirts, Hosen & Jeans, and Accessoires.
- Product Details:** A central area for the selected product, 'BLUSE', with a price of 19,99 € and a 'In den Warenkorb' button.
- Mein Konto:** A section for user account management, including fields for email and password, and buttons for 'Anmelden' and 'Abmelden'.
- Styling Vorschläge:** A section for product recommendations, featuring items like 'STRICKBOLERO' and 'JEANS'.

The product page for the 'BLUSE' includes a large image of the blouse, a size selector (42), and a quantity selector (1). The price is 19,99 € including tax and shipping. The page also features a zoom function and a 'Zurück zur Übersicht' link.

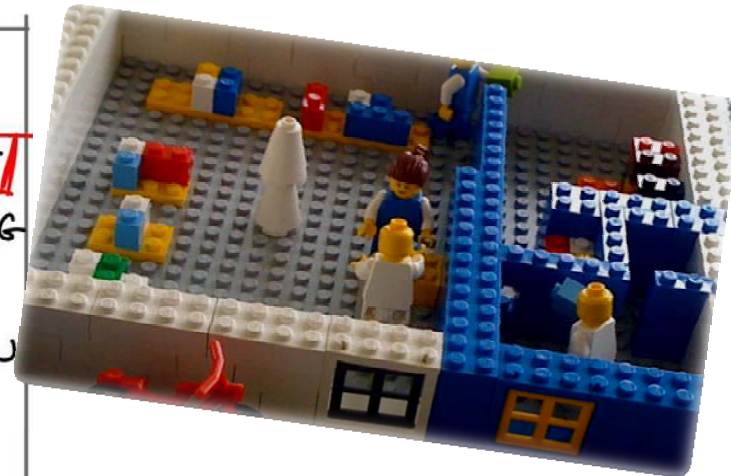
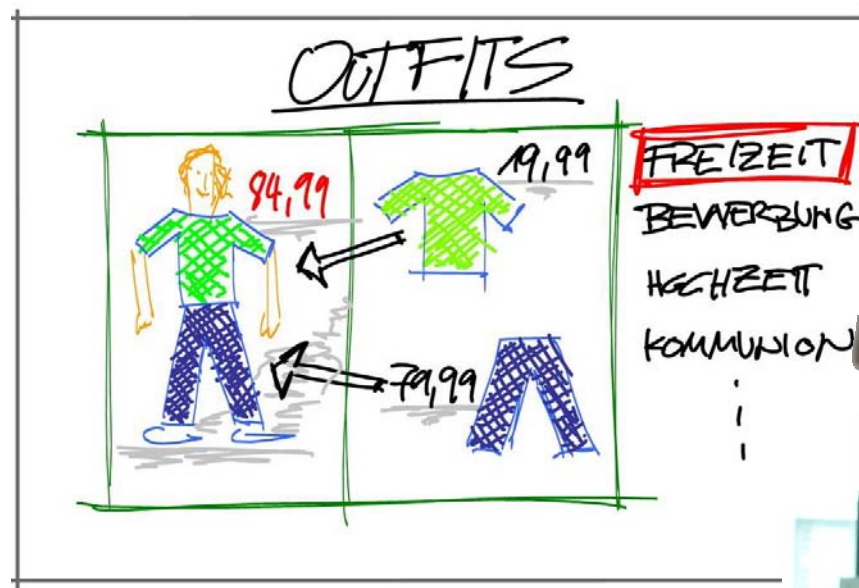
We work in interdisciplinary teams



We observe customers in context



We use Social Prototyping



We develop human-centered solutions

The image shows a screenshot of the K&L online store interface. At the top left is the K&L logo. The main header features a woman's face and the slogan "Trends mit Tradition". On the top right, there is a shopping cart icon labeled "Warenkorb" with "2 Artikel / 24,99 EUR" and a search bar containing "Suchbegriff, Art.-Nr., Anlass". A navigation bar below the header lists categories: "K&L Sport", "Elegant/Klassik", "junge Mode", "Kids", and "Tracht". On the far right of the navigation bar are links for "Login" and "Profil anlegen".

On the left side, there is a sidebar for filtering products, titled "Auswahl eingrenzen:". It includes sections for "Typ" (with clothing icons), "Farbe" (with color swatches), "Größe" (with size icons for 3-6, xl, and xs), and "Material" (with a plus sign).

The main content area displays several product categories with representative images: "K&L Sport" (sailors on a boat), "K&L Elegant/Klassik" (men in suits), "K&L Kids" (children in winter coats), "K&L Tracht" (people in traditional costumes), and "K&L Junge Mode" (young people in casual wear).

Annotations on the left side of the image point to specific elements:

- "New search mechanism" points to the search bar.
- "New visual language" points to the navigation bar and the product category images.
- "New categories" points to the sidebar filtering options.

The real onlineshop today:

The screenshot shows the homepage of the K&L online shop. At the top, there is a navigation bar with the K&L logo on the left and links for 'K&L Ruppert', 'Filialfinder', 'BESTCARD', 'Gutscheinkarte', 'Newsletter', and 'Kontakt'. On the right, there is a 'BESTCARD-Login' section with a text input field for 'Kd.-Nr. oder E-Mail', a 'registrieren' button, and a link for 'BESTCARD/Sofortkarte registrieren'. Below the navigation bar, there are category links: 'DAMEN', 'HERREN', 'KIDS & TEENS', 'WERBUNG', 'SALE', and 'SPORT'. A secondary navigation bar includes 'Versand & Kosten', 'Zahlungsarten', 'Rücksendung', 'K&L-Abholung', and 'Sicherheit'. A search bar with the placeholder 'Suchbegriff' and a magnifying glass icon is on the left. The breadcrumb trail reads 'Sie sind hier: Home'. On the right, there is a 'WARENKORB' section showing '0 ARTIKEL | €' and an image of shopping bags.

The main content area features a large banner for 'We Jeans' with a woman lying on a white surface. The banner includes a 'REDUZIERT' (Reduced) promotion with a large red arrow pointing down. Below the banner are navigation buttons for 'DAMEN', 'HERREN', and 'KINDER'. To the right of the banner is a 'TOP ANGEBOT' (Top Offer) section with a large red arrow pointing down and the text 'TOP ANGEBOT'.

Below the banner is a carousel of product images: a scarf, a purple dress, a blue patterned top, a pair of jeans, and a brown jacket. The carousel is flanked by left and right navigation arrows.

2nd Step: Industrial Project

- 4-5 Manage&More scholars work together in a real Industry Project
- Project leader: a Manage&More scholar
- Coaching in project management - methods – techniques - tools – creativity: experienced project advisors of UnternehmerTUM
- Timeline: about 4 month
- Time effort: about 12 h/person weekly



Industrial Project

Example: IBM - Application of Mobile Devices in the Retail Industry



Project Assignment

Identification and evaluation of the applicability of mobile devices in the retail industry

Tasks

Analysis of stakeholder needs, development of use cases, development of a user interface concept and prototypes

3rd Step: Self-Initiated Project

- 3-5 Manage&More scholars work together in a self-initiated project
- Project leader: a Manage&More scholar
- Coaching in project management - methods – techniques - tools – creativity: experienced project advisors of UnternehmerTUM
- Timeline: about 4 month



Examples for Manage&More Startup Teams



References Industrial Projects

