

UNTER  
NEHMER  
TUM

TUM

TUM School of Management  
Technical University of Munich



EXECUTIVE MBA

# INNOVATION & BUSINESS CREATION





# OUR EXECUTIVE MBA IN INNOVATION & BUSINESS CREATION AT A GLANCE

## ABOUT OUR PROGRAM

Our Executive MBA in Innovation & Business Creation is designed to give you the skills, tools, and the mindset required in innovation management and entrepreneurship to become an empowered intrapreneur or entrepreneur.

### Program Features

- Evidence-based management education with a focus on innovation and entrepreneurship
- World-class innovation community with diverse and international peers
- Project work with start-up and innovation coaching

### Format

The program is set up in a part-time format with a modular structure, enabling participants to combine a higher education program with their private lives and work schedules.

### Duration

4 semesters, including master's thesis

### Curriculum

The program consists of six core modules, two project modules, one international experience, and a master's thesis.

### Teaching Methods

Case studies, interactive lectures, teamwork, group discussions, workshops, simulation games, company visits, evening sessions, and networking events.

### Program Language

English

### Start

The program starts annually in the fall semester. For more information about an additional program start in the spring semester (fast track), please visit the program [page](#).

### Awarded Degree

Master of Business Administration (MBA) awarded by TUM

### Tuition Fee

Find more information [here](#)

### Target Group

Our Executive MBA in Innovation & Business Creation is designed for corporate innovators, aspiring entrepreneurs or intrapreneurs, business founders, and visionaries.

### Formal Requirements for Admission

- Master's entry qualification (Bachelor, Diploma, Magister, "Staatsexamen" or equivalent)
- Minimum three years of relevant full-time professional experience (after first degree) – initial leadership experience is an advantage
- Proficiency in English (skills will be assessed during the admission process, no test results required)
- Successful passage of the multi-stage admissions process
- Interest in innovation and entrepreneurship

## ABOUT THE TECHNICAL UNIVERSITY OF MUNICH

The Technical University of Munich (TUM) is one of Europe's top universities with more than 600 professors, around 12,000 staff members, and over 52,000 students. The university is committed to excellence in research and teaching, interdisciplinary education, and the promotion of young scientists. TUM was one of the first universities in Germany to be named a University of Excellence and has the vision to lead as one of Europe's most [Entrepreneurial University](#).

## ABOUT TUM SCHOOL OF MANAGEMENT

The TUM School of Management is aligned with TUM's mission: We are committed to excellence. Grounded in the university's technological and entrepreneurial ecosystem, the TUM School of Management educates responsible talents and pursues relevant research to advance innovation-based businesses and societies. Established as a leading business school in Europe, the TUM School of Management is amongst the top 1% of business schools worldwide who hold a [Triple Crown accreditation by AMBA, EQUIS, and AACSB](#).



## ABOUT UNTERNEHMERTUM

At [UnternehmerTUM](#), visions turn into successful businesses. In collaboration with TUM and entrepreneur Susanne Klatten, UnternehmerTUM has been promoting future-forward start-ups since 2002. Following this mission, UnternehmerTUM has been building an impactful education community through innovative learning approaches and drives tech ventures forward. With more than 50 high-growth technology start-ups each year and its unique offering, UnternehmerTUM tops Financial Times ranking of Europe's leading start-up hubs in 2024.

# YOUR EXECUTIVE MBA QUESTIONS

# OUR ANSWERS

	Page
<b>1</b> Why should I do an Executive MBA and why now? .....	4-5
<b>2</b> What can TUM and UnternehmerTUM offer me? .....	6-7
<b>3</b> Is the Executive MBA in Innovation & Business Creation the right program for me? .....	8
<b>4</b> How do I develop next-generation leadership to become an empowered intrapreneur or entrepreneur? .....	9
<b>5</b> Who can I expect to meet in the Executive MBA in Innovation & Business Creation class? .....	10-11
<b>6</b> What do the alumni of the Executive MBA in Innovation & Business Creation say about the program? .....	12-13
<b>7</b> What and how will I learn? .....	14-15
<b>8</b> What is the curriculum for the Executive MBA in Innovation & Business Creation? .....	16-23
<b>9</b> Which networking activities will enrich my Executive MBA experience? .....	24-25
<b>10</b> How do I apply? .....	26-27

## WHY SHOULD I DO AN EXECUTIVE MBA AND WHY NOW?

Our Executive MBA in Innovation & Business Creation program is at the forefront of opportunity creation

*“Times are showing more and more that there might be a greater risk in not taking some risks. In our program, you can take these risks in a safe space that is curated and created for this purpose.”*

Prof. Dr. Hana Milanov, Professor of International Entrepreneurship, and Academic Program Director of the Executive MBA in Innovation & Business Creation



In times of rapid change – whether that change is caused by a bubble, a boom, a bust, or a crisis – leaders need to build resilient and agile organizations which continuously recognize, evaluate and execute on promising opportunities. To lead through this innovation process, you have to be able to challenge yourself and have a certain mental agility, paired with a set of skills and a community of like-minded people.

Our Executive MBA program is your opportunity to commit yourself to learning in a structured way. It is an opportunity to enter a program dedicated to your advancement and growth. To a lot of participants, the program feels like entering a new playground of ideas where it is safe to explore, make mistakes, and connect to different mindsets. Thriving on the idea of bringing cutting-edge research-based knowledge and insights into the classroom during this program, we have everyone living under one roof: the entrepreneurship faculty, entrepreneurs, students, and our partner, UnternehmerTUM with all its diverse offers. This establishes a continuous loop of knowledge creation and dissemination, which is “sprinkled” and enriched with our participants’ interesting and diverse profiles and backgrounds.

One of the key pillars of the program is the hands-on project work that is done in teams with dedicated, research-informed exercises. Our multiple coaching formats complement each other in developing your design-thinking skills, working with a diverse pool of experts in sharpened your understanding of business models, and allowing dedicated time and support for personal growth to allow for a rounded learning experience.

Prof. Milanov on the topic of Scaling Organizations

While many leaders fear what technological changes are going to disrupt next, being a part of our ecosystem allows you to be at the forefront of the creation of that change. Our start-ups are both disrupting and evolving the current business and societal landscape. Through the daily struggles and the excitement that undertaking an entrepreneurial project brings, going through the program inevitably results in a kind of mental agility. Becoming “wired this way”, you are developing a mindset of seeing problems and technology not as threats but as opportunities, all the while supported by a community you can rely on in bringing these opportunities to life.

Over the last ten years, we have grown an engaged and self-organized community, one that our students and alumni are actively shaping. There is no politics, it’s raw, it’s genuine, it’s well-intended, it’s trustworthy. The community is flourishing, and we already see first investments from our alumni into the participants’ start-ups.

Times are showing more and more that there is a greater risk in not taking some risks. We know we cannot count on stability – even the biggest companies and their jobs are not looking as secure or appealing as they used to be. If you are willing to take some risks, take them in a safe space that is curated and created for this purpose and create opportunities for yourself and for the world.

There was never a better time to invest in yourself.





## WHAT CAN TUM AND UNTERNEHMERTUM OFFER ME?

Our Executive MBA program is the result of a strong partnership between TUM and UnternehmerTUM

**World-leading in the development of new technologies – the Technical University of Munich** has created a unique ecosystem to cater to the educational needs of engineering, natural, and life sciences as well as medicine, business, and technology. The mission is to inspire, promote, and develop talents in all their diversity to become responsible, broad-minded individuals who shape progress and generate solutions for the many challenges society is facing. As a leading **Entrepreneurial University**, TUM strives to be a site for global knowledge exchange, and to shape the future with talent, excellence, and responsibility. By developing and implementing the latest digital teaching and learning methods, the university constantly innovates the way continuing education is conducted to enable a lifelong learning environment.

**Established in TUM's technological and entrepreneurial ecosystem – the TUM School of Management** educates responsible talents and pursues relevant research to advance innovation-based businesses and societies. **Triple Crown accredited by AMBA, EQUIS, and AACSB**, the TUM School of Management has been amongst the top-ranked business schools in Germany since its establishment in 2002. The consistent flow and exchange of knowledge, data, and experience between the Technical University of Munich and the TUM School of Management, allows us to implement the latest research results in pertinent areas directly into our evidence-based executive education approach.

### THE RESULT OF A STRONG PARTNERSHIP BETWEEN THE TECHNICAL UNIVERSITY OF MUNICH AND UNTERNEHMERTUM – OUR EXECUTIVE MBA IN INNOVATION & BUSINESS CREATION

As Europe's first leading start-up hub, awarded by the Financial Times ranking in 2024, UnternehmerTUM drives tech ventures forward – from the first idea to market leadership. Founded by entrepreneur Susanne Klatten in 2002, UnternehmerTUM created an open B2B start-up platform with over 400 employees and more than 300 corporate partners, including industry giants like BayWa, BMW, Festo, Infineon, Knorr-Bremse, Linde, SAP, and Siemens as well as a wide range of international partners like universities, foundations, research organizations, EU and government bodies.

By developing and using innovative learning approaches, UnternehmerTUM promotes future-forward start-ups, such as Celonis, Konux, and Lilium, from the first idea to IPO, resulting in an active and impactful education community that empowers more than 5,000 talents who develop 200+ start-up and prototyping projects per year.

The cooperation between the Technical University of Munich and UnternehmerTUM enables us to merge cutting-edge research with profound practical industry expertise. It is our joint mission to strengthen your leadership know-how and level up your skills in intrapreneuring and entrepreneurship. Learning how to identify opportunities, carry out ideas, and lead projects as well as teams, forms the path to rethinking business for developing strong next-generation leadership.





## IS THE EXECUTIVE MBA IN INNOVATION & BUSINESS CREATION THE RIGHT PROGRAM FOR ME?

Our Executive MBA in Innovation & Business Creation supports you in discovering, seizing, and shaping promising opportunities

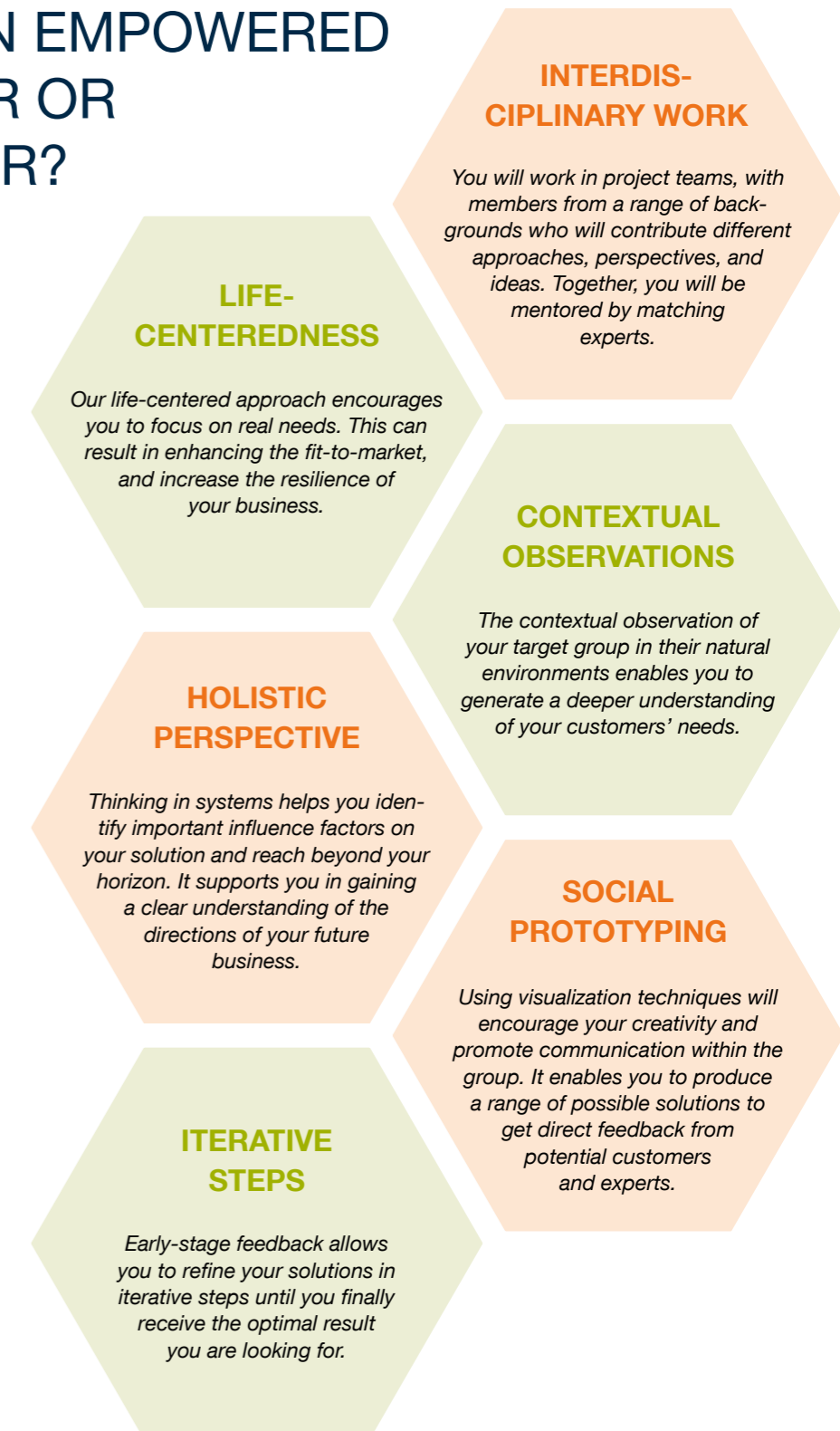
Sharpen your ability for recognizing opportunities, master the skills to develop or innovate your organization's products and services, and learn to found, lead and grow your own start-up. The Executive MBA in Innovation & Business Creation welcomes you as a corporate innovator, aspiring entrepreneur or intrapreneur, business founder, or visionary into our entrepreneurial ecosystem.

Through TUM's and UnternehmerTUM's cooperation, this Executive MBA program profits from a worldwide network of research institutions, corporate partners, leading organizations and start-ups ensuring the seamless transfer of expertise and constant exchange between the university and the business world. Together, we create a truly dynamic, international, and inspirational community.

The Executive MBA in Innovation & Business Creation provides a part-time format with a modular structure that suits the needs of professionals. The program offers classes two to six days a week (including weekends) every four weeks over three semesters. Your fourth semester is dedicated to your master's thesis. Following this schedule, you will complete the program in just two years with 90 ECTS in total and a Master of Business Administration (MBA) awarded by the Technical University of Munich.

## HOW DO I DEVELOP NEXT-GENERATION LEADERSHIP TO BECOME AN EMPOWERED INTRAPRENEUR OR ENTREPRENEUR?

We believe the stronger your foundation is, the steadier your development and consequently your leadership will be. UnternehmerTUM's responsible business design approach supports you in identifying, evaluating, and developing impactful entrepreneurial opportunities. It uses proven principles of design, lean development, and strategic management to help you and your team explore user and customer needs quickly – while simultaneously considering the technological feasibility, responsibility, and profitability of the offering.



# WHO CAN I EXPECT TO MEET IN THE EXECUTIVE MBA IN INNOVATION & BUSINESS CREATION CLASS?

Our participants are as diverse as their visions and projects



**AGE**  
IN YEARS

~~35~~



**WORK EXPERIENCE**  
IN YEARS

~~9~~



**LEADERSHIP EXPERIENCE**  
IN YEARS

~~4~~



**GENDER RATIO**

**30 %**  
WOMEN

**70 %**  
MEN



**DIFFERENT NATIONALITIES IN THE PREVIOUS THREE YEARS**

**22**



**INTERNATIONALITY RATIO**

**41 %**  
GERMAN

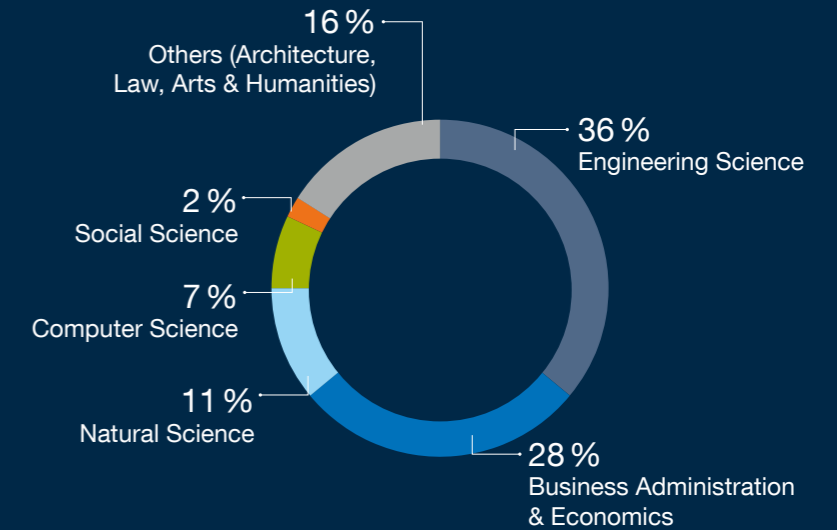


**ENTREPRENEURIAL BACKGROUND**

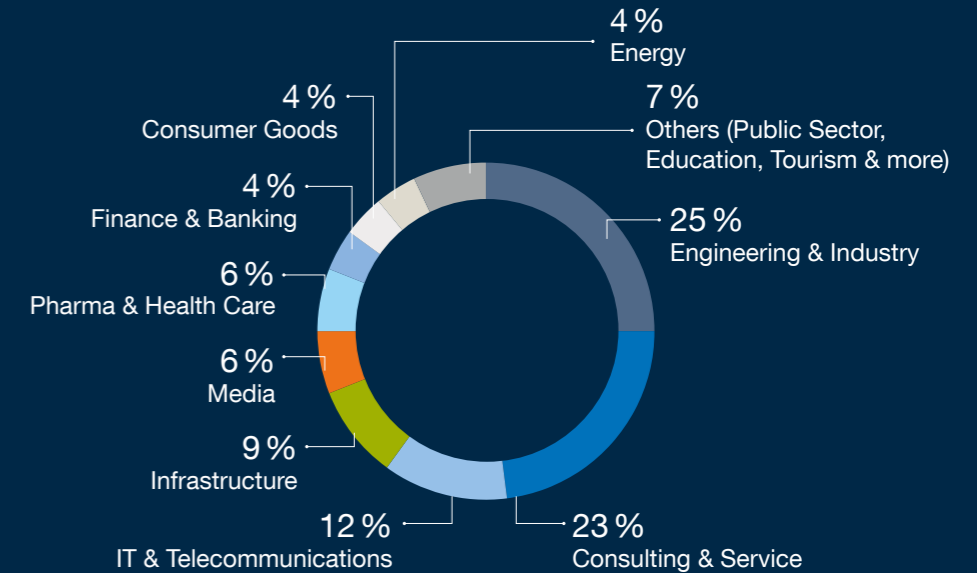
**30 %**



**ACADEMIC BACKGROUND**



**PROFESSIONAL BACKGROUND**





## WHAT DO THE ALUMNI OF THE EXECUTIVE MBA IN INNOVATION & BUSINESS CREATION SAY ABOUT THE PROGRAM?

### “ Which goal did you have in mind to accomplish when you entered the Executive MBA program?

“Earlier in my career, I studied computer science and mostly worked in technical roles. In recent years I switched to more product and business focussed roles. Entering the program, I wanted to broaden my background in the business area. The second goal I had in mind was to meet interesting people, learn and get inspired from them, and of course, broaden my network in Munich.”

ANDREY CHEPTSOV  
(CLASS OF 2019)



### “ What is unique about this Executive MBA from your perspective?

“The fact that this program combines the TUM and the UnternehmerTUM environments enabled my network to double in size compared to being in only one environment. The university boosted my experience as a student by encouraging “getting out of the building” and incentivizing me to explore what was beyond my initial vision. The entrepreneurship center provided me with the spirit, the connections, and the support to take further entrepreneurial steps. So far, I gathered my professional experience exclusively in big corporations – until I took the entrepreneurship module and worked with my colleagues on a start-up idea. With the incentive and support from the Executive MBA ecosystem and networking, I was able to bring that idea further.”

MAIARA SABIONI  
(CLASS OF 2021)



### “ How did the part-time program fit into your professional and personal life?

“Going through an Executive MBA program is obviously not a walk in the park. It requires stamina to work through the weekends and dedicate your evenings to project work. And yet, I was very much looking forward to it every time I drove to Garching and was so inspired every time I left. Halfway through the program, I got pregnant with my second child. I was still able to complete the modules in Garching, took a break of three months, and wrote my thesis during my parental leave. For me personally, this time was a unique combination of hard work and discipline, but also inspiration and reward that was absolutely worth it.”

CAROLA EPPLE  
(CLASS OF 2018)



### “ How did networking enhance your Executive MBA experience, especially in the entrepreneurial ecosystem?

“After I had found my first investors for my own start-up via the TUM ecosystem, I decided to become an investor myself and invested in several projects via the network. Furthermore, I can count on my Executive MBA peers no matter what service or advice I’m looking for.”

GEORG BADER  
(CLASS OF 2014)



### “ What was your greatest learning from the study trip?

“In Berkeley, I saw how big “dream big” can be. At the same time, I experienced the gap between rich and poor like never before. For me, the trip was one more reason to ask myself: How can I use my entrepreneurial skills to make a difference in society?”

COCO HANNEMANN  
(CLASS OF 2021)





## WHAT AND HOW WILL I LEARN?

Innovate – Connect – Succeed

To master the challenges of an ever-changing business environment, the leaders of today must stand out with proficient business management know-how and excellent leadership skills. In a modular structure, the Executive MBA in Innovation & Business Creation will deepen your intra- and entrepreneurial understanding and equip you with solution-oriented management competencies.

This program begins annually in the fall semester. Because of its part-time format, the Executive MBA is compatible with your professional and private responsibilities. This way, you will remain available to employees, colleagues, clients, and connected to your private environment throughout your studies.

Dr. Sebastian Buckup on the topic of Sustainable Value Creation



## YOU WILL LEARN

### LEARNING MODULES

A sound theoretical framework of general management and **state-of-the-art management skills**.

How to **create new ventures, harness your ambition, and drive innovation forward**.

▶ In **learning modules**, lecturers from TUM School of Management, other internationally renowned universities, and from the corporate world will share their knowledge and experience.

▶ The learning modules incorporate interactive case studies and lectures, as well as teamwork and action-based learning. Your unique contributions based on your work experience contribute to peer learning. Each module is completed with an assignment to ensure the learning objectives are met.

### PROJECT MODULES

To implement theory into practice, to **systematically evaluate opportunities**, and to develop **key team collaboration skills**.

To create your own innovation or **start-up project**, and to **develop business models and prototypes** for new products and services.

▶ As a team, you will live through the business design process, from opportunity recognition to problem-solution fit. Experienced coaches accompany and facilitate team dynamics and provide you with tools for your personal development.

▶ Going through the business design process, you will be mentored by our entrepreneurship and innovation experts on how to carry out your own project and push your innovation or start-up project to success.

### INTERNATIONAL EXPERIENCE

To **put business insights in a new cultural context, and to network in an international environment**.

▶ For the study trip, you can choose a destination from a list of pre-selected renowned partner universities. Select a destination that best fits your learning needs, like The Bay Area, for a full dive into entrepreneurship and the venture capital industry in the US. For further information on the list of pre-selected partner universities, please contact our Program Manager.

### MASTER'S THESIS

To **elaborate on concrete** challenges related to your project, your job, or other fields of interest, and to reflect and transfer **research methods** into a business context.

▶ Writing your master's thesis will support you in summarizing, reflecting on, and extending the insights and experiences gained from your innovation and business creation projects. For instance, you can tackle 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.

### NETWORK

To network in diverse contexts and tap into support and talent pools.

▶ The program offers you the opportunity to connect and network with like-minded and innovative leaders as well as experienced founders, venture capitalists, and thought leaders in innovation. You will gain access to **UnternehmerTUM's ecosystem**, network and the 1,500m<sup>2</sup> high-tech workshop MakerSpace.



# WHAT IS THE CURRICULUM FOR THE EXECUTIVE MBA IN INNOVATION & BUSINESS CREATION?

Our Executive MBA curriculum is designed in a part-time format with a modular structure

*“Our program feels like entering a new playground of ideas where it is safe to explore, make mistakes and connect to different mindsets.”*

Prof. Dr. Hana Milanov, Professor of International Entrepreneurship, and Academic Program Director of the Executive MBA in Innovation & Business Creation



**6**

## LEARNING MODULES

Strategy & Organization

Entrepreneurial Finance & Accounting

Marketing, Sales & Operations

Leadership & Cooperation

Entrepreneurship

Innovation Management



**+2**

## PROJECT MODULES

Team Project

Impact Project



**+1**

## INTERNATIONAL EXPERIENCE

Entrepreneurship in Context & Switching Perspectives



**+1**


## MASTER'S THESIS

Master's Thesis with your selected topic





## LEARNING MODULES

 UNTERNEHMERTUM – MUNICH

### Strategy & Organization

*Strengthen your core*

Expand your strategic and organizational management skills by applying the basic concepts, tools, and methods of strategic management. Practice your skills by analyzing and evaluating different organizational settings, business strategies, and strategic options while applying them in real business situations. Learn about trends and influences on organizations and how to deploy enablers for business transformation and organizational change.

### Entrepreneurial Finance & Accounting

*Increase your expertise*

Deepen your understanding of the basic terms, methods, and concepts of management accounting, financial accounting, and corporate finance. With this module, we dive deep into all these topics and explain what frequently used acronyms such as EVA, EBIT and FCF stand for, and how to efficiently analyze financial statements and evaluate financial risk. Building upon this solid understanding we will dive into venture valuation, new venture finance, and also take on the investor's perspective.

### Marketing, Sales & Operations

*Connect with stakeholders*

Expand your insight into the various groups of stakeholders involved in business processes, and learn how to develop critical relationships through negotiations and different marketing strategies. Familiarize yourself with digital marketing tools to build a strong brand and position your product. Looking at upstream stakeholders, we zoom in on challenges and opportunities presented by new technologies in production and supply chain management and analyze the strategic fit between the supply chain's capabilities and the company's competitive strategy.

### Leadership & Cooperation

*Extend your toolbox*

Strengthen your knowledge on different types of leadership and deep-dive into specific requirements when leading teams and individuals depending on the context. This module is designed to give you new tools which support you in improving cooperation in complex networks as well as throughout different cultures. Leave your comfort zone by reflecting on your own leadership style and how it is perceived by your peers.

### Entrepreneurship

*Develop an entrepreneurial mindset*

Throughout this module, we dive into entrepreneurial behavior, especially as it pertains to teamwork with actionable insights informed by both academic research and coaching experiences from your personal role in the team. Following this process, you strengthen your skills in identifying and evaluating opportunities and learn to work with the appropriate tools to design a business. Consequently, we discuss drivers and pitfalls in entrepreneurial growth and internationalization as well as opportunities and tensions in sustainable value creation.

### Innovation Management

*Take the leap towards transformation*

Develop a profound knowledge of theories and approaches to innovation management in existing organizations. Learn to assess the role of innovation – both in fueling growth and the limiting factors that obstruct such growth. We designed this module to deepen your understanding of the underlying organizational and economic mechanisms, equip you with useful approaches to identify sources of innovation, and also deal with micropolitics and power dynamics in organizations.





## PROJECT MODULES

UNTERNEHMERTUM – MUNICH

### Personal Growth through Project Work

Working on your own innovation or business creation projects is an integral part of the deep and personal learning experience that this program provides. While the university classroom provides a safe environment for learning, the project work challenges your way of thinking and trains your mental agility. It exposes biases and stimulates reflection, which might change the way you look at your surroundings as well as at yourself.

On the project level, our structured business design process supports you in navigating uncertainty and systematically evaluating and developing opportunities for successful products or services. Gaining first-hand experience of the dynamics in developing intrapreneurial or entrepreneurial projects will improve and grow your own entrepreneurial skill set.

On a personal level, the process provides you with a structured opportunity to get to know yourself, your strengths, and your development potential. Coaches support you in reflecting on your personal reality as well as team dynamics in terms of experiences, strengths, and resources. They also provide you with frameworks on key team skills to navigate the intimate relationship of entrepreneurial teams.

*“ I chose this Executive MBA because I wanted to create my own start-up. My business idea was very vague and I didn't really know how to start. The program gave me a clear structure on how to test an idea and how to get into the implementation mode. After meeting so many inspiring entrepreneurs in the class and guest lectures, I ran out of excuses why I should not get started.”*

COCO HANNEMANN  
(CLASS OF 2021)

### Team Project

Maximise your learning experience

Through teamwork with your classmates, you will understand and apply life-centered design principles in the early stages of an entrepreneurial process: from identifying an entrepreneurial opportunity to validating assumptions and using prototyping as a tool for communication and learning. The Team Project goes hand in hand with the Entrepreneurship Learning Module, connecting both theory and practice behind successful entrepreneurial teams as well as opportunity identification and exploitation.

*“ In traditional project management, you have a linear approach: you identify the problem, and then plan all of the activities a couple of years in advance. The impact project in the program challenged me to constantly adjust the problem framing or the identified solutions in order to better fit the market. The project developed into a small start-up within a large organization, with all the related benefits. Overall, it was an eye-opening experience.”*

STEFANO FERNIANI  
(CLASS OF 2019)

### Impact Project

Bring your own innovation or entrepreneurial project to life

Building upon your knowledge and skills of the entrepreneurial process, the module encourages you to identify an impactful opportunity and execute on it. Design all aspects of your business model, consider its financials, intended impact, secure support from stakeholders, and evaluate implementation strategies. Industry and process experts will support you along the way.



# INTERNATIONAL EXPERIENCE

## Entrepreneurship in Context & Switching Perspectives

Mastering next-generation leadership means confidently navigating a global environment, handling relationships with foreign clients and business partners, and working across international teams. Our Executive MBA in Innovation & Business Creation supports you in becoming comfortable with leading and engaging around the globe. During the program you will encounter international lecturers, participants from different cultures, international case studies, and expert speakers drawn from companies in the global marketplace.

The international experience during your Executive MBA offers exciting opportunities to immerse yourself in and understand other countries from a business perspective.

Through pre-selected partnerships with a limited number of renowned universities worldwide, the Entrepreneurship in Context & Switching Perspectives module can take place at the university of your choice together with participants from the other two Executive MBA programs. You have the freedom to select the destination that best aligns with your learning objectives. Depending on your preference, you will travel in either the first or second half of the year. This flexibility ensures that you can customize your international experience to suit your schedule and interests. For further information on the list of pre-selected partner universities, please contact our Program Manager.

## EXPERIENCE THE BAY AREA

You have the option to select the Bay Area as destination for your international experience. Over a week, Berkeley invites you to experience the entrepreneurial culture of the Bay Area and to interact with leading thinkers and makers of this vibrant entrepreneurial ecosystem. Many promising start-ups and successful tech companies are no longer located in Silicon Valley itself, but rather in the northern Bay Area – or as The Economist put it: “The fortunes of start-ups have moved upwards, so too have their physical locations.”

“It was surprising to see firsthand how crucial the impact of a local ecosystem for entrepreneurial success can be and how an innovative ecosystem or area can foster itself. In addition, I deepened my understanding of the decision-making process and requirements within different start-up financing stages. One of the most profound venture capital markets is definitely a good place to study this topic.”

ANDREAS HEEG  
(CLASS OF 2021)





## WHICH NETWORKING ACTIVITIES WILL ENRICH MY EXECUTIVE MBA EXPERIENCE?

Our strong network enables a diverse and insightful exchange of perspectives

### DURING THE PROGRAM: SOCIAL EVENTS, EVENING SESSIONS, AND COMPANY VISITS

To confidently navigate a global environment and thrive as key decision-makers, leaders need a strong network. The Executive MBA program offers you a space to meet industry experts, senior-level practitioners, and other students coming from different academic and cultural backgrounds. In addition to course modules, our Executive MBA program features a rich selection of social and business events, inviting you to consider new perspectives, learn from each other, and find new approaches in enriched conversations and discussions:

- At social events, such as city tours or get-togethers with alumni you can get to know each other outside the seminar room.
- In our evening sessions, you will meet experienced leaders in an informal setting while benefiting from their experience through open discussions.
- During the international experience, company visits will provide you with insights into different business cultures and organizational structures.

### AFTER THE PROGRAM: TUM EXECUTIVE MBA ALUMNI E.V. & IBC ALUMNI CLUB

The transfer of knowledge does not only occur during the program: upon graduation, the [TUM Executive MBA Alumni e. V.](#) and the [IBC Alumni Club](#) will connect you with current and former participants, TUM members, and representatives from industry and public life. This dynamic alumni network is distinguished by its many social and academic events and services, including:

- Topic-based events such as symposia, and conferences.
- Social events (boat trip, skiing weekend, Oktoberfest, alumni retreats).
- Regular round tables in Munich and other regional centers.
- Networking groups on social media channels.
- Special rates on additional Executive Education qualifications.

As part of the TUM Executive MBA Alumni e.V. you get to connect with all graduates of an Executive MBA program. The IBC Alumni Club, on the other hand, lets you stay in touch with the start-up and innovation ecosystem at TUM and UnternehmerTUM.

Keep your connections with fellow students, professors, and lecturers after your graduation alive and benefit from the continuous flow of inspiration, information, and ideas.

### “ How important is the networking aspect of the program for your experience? ”

“The networking was a significant part of my Executive MBA experience and was important for me personally. The connections I’ve nurtured over the years have blossomed into strong friendships and improved my network as I can tap into and reach out to people for a wide variety of professional topics.”

ZAMA NKOSI  
(CLASS OF 2015)



### “ How did the interaction with practitioners and experts foster your personal development and entrepreneurial leadership style? ”

“It was a great opportunity for me to exchange and gather other points of view on challenges that I’ve experienced in my professional career, and understand the ones that were awaiting me. It brought me not only the theoretical perspective from research, conducted by renowned professors and specialists but also the practical experiences of my peers which definitely is a key source of learning in the course. With that, I developed a much deeper self-awareness and comprehension of how to work through the challenges on my entrepreneurial journey.”

ANDRÉ ALCALDE  
(CLASS OF 2019)





## HOW DO I APPLY?

We are ready to take the next step into your Executive MBA journey together

### Application Period

You can join the Executive MBA in Innovation & Business Creation for a start in the fall semester. Please [visit the admission page](#) on our website to review the respective program schedule for the exact dates.

### Application Procedure

1. Consultation by phone, via video conference or in-person
2. Online registration and submission of the application documents through TUMonline
3. Evaluation of the candidate's application documents, against the central admission requirements and considering the candidate's motivation and aims for pursuing an Executive MBA
4. Pre-selected candidates will be invited for an interview

### Application Documents

Register on our online platform [TUMonline](https://campus.tum.de) (<https://campus.tum.de>) to submit the required documents listed in the application package on our admission page.

### Admission Requirements

- Master's entry qualification (Bachelor, Diploma, Magister, "Staatsexamen" or equivalent).
- Minimum three years of relevant full-time professional experience (after first degree) – initial leadership experience is an advantage.
- Proficiency in English (skills will be assessed during the admission process, no test results required).
- Completed online application including all required documents.
- Passing the multi-stage admissions process including the interview successfully.

### Consultation and Information Sessions

We are happy to set up a meeting with you to answer all your questions, guide you through our Executive MBA requirements, and assess your CV. Get in touch with our program managers for a first consultation:

- by phone
- or via personal consultation per [video conference](#)
- or via [info sessions](#)

**For this program, we accept applications once a year between April and August in different application rounds. If you have any further questions, please contact us:**

Technical University of Munich  
Admission Manager Executive MBA programs

Tel.: +49 (0)89.289.28474  
[info.emba@ill.tum.de](mailto:info.emba@ill.tum.de)

## HOW CAN I FINANCE MY EXECUTIVE MBA STUDIES?

### Fees & Financing

The tuition fee covers your academic courses including the international module at our partner university. Also included are required course materials, the use of the libraries, and other services at the Technical University of Munich. Your travel and accommodation costs (including the stay abroad) and the student union fee are not included in your tuition fee. Find further information on the tuition fee [here](#).

### Tax Benefits for Higher Education

The financial burden of the Executive MBA program may be reduced by tax savings. Because this is non-binding information, please seek advice from a tax consultant.

### Education Funding/Student Loan

Many financial institutions now offer student loans, etc. as a way of paying tuition fees. We recommend that you contact your bank to discuss financing options.

### Sponsorship by your Employer

Many companies have training budgets available for their employees which can be used for external courses. Talk to your superior or your HR department to see if your employer can offer support by paying (part of) the tuition fee or support you with additional time.

Your company will benefit in several ways: further training in parallel with employment means your company will gain a highly qualified and motivated employee. Additionally, specific issues from each company are tackled in "company cases" during the MBA so that Executive MBA students return to their companies equipped with specific solutions. You also have the option of using your six-month master's thesis to analyze a particular issue relating to your company.



**UNTERNEHMERTUM  
ACADEMY FOR INNOVATORS  
UNTERNEHMERTUM GMBH**

Lichtenbergstr. 6  
85748 Garching

Personal consultation per **video conference**  
emba@unternehmertum.de  
academy.unternehmertum.de

**academy.unternehmertum.de**

**TUM SCHOOL OF MANAGEMENT  
TECHNICAL UNIVERSITY OF MUNICH**

Arcisstr. 21  
80333 Munich

Tel.: +49 (0)89.289.28474  
Fax: +49 (0)89.289.28484

**lll.tum.de**



**IMPRINT: Publisher** Prof. Dr. Claudia Peus, Founding Director of the TUM Institute for LifeLong Learning and Senior Vice President for Talent Management and Diversity, TUM | **Editing** TUM School of Management | **Address of Editorial Office** Technical University of Munich, TUM School of Management, Arcisstr. 21, 80333 Munich/Germany | **Photos** Christian Kasper, Simon Kratzer, Bert Willer, and Christian Kuhn | **Disclaimer** While all reasonable efforts have been made to ensure that the information in this publication is correct, matters covered by this publication are subject to change. The TUM School of Management accepts no liability for any loss or damage caused by errors or omissions caused.

*Published June 2024.*