

Courses in English

Course Description

Department	06 Applied Sciences and Mechatronics
Course title	Real Projekt Future of Sustainable Mobility & Logistic in Cooperation with EIT Mobility
Hours per week (SWS)	4
Number of ECTS credits	5
Course objective	<p>Due to globalization the world's need for transport has dramatically increased in the past decades and will continue to do so. At the same time logistic decisions for companies are becoming more and more complex and inefficacious on an international, multichannel marketplace. A sustainable logistics and transport system is capable of being more efficient, cost-effective, safe, reliable and competitive. Unfortunately our current system is not. Instead it causes more than 25 % of the world's energy consumption. In order to support the UN Sustainable Development goals and ensure liveable conditions for future generations whilst staying competitive on the global market it is important to develop innovative solutions for both mobility and logistics. That is why this year's Real Project Seminar focuses on developing innovative solutions on how we imagine mobility will be in future including logistics, as a pivotal part of it.</p> <p>Learning objectives / relation to the course of study: The seminar teaches the basics for the implementation of a business idea within a company (intrapreneurship) or in the form of a start-up (entrepreneurship). The students work in teams of 4-6 students on the design of an innovative business idea within a given topic area along the dynamic business modeling approach. Required information for should be identified, sourced and critically evaluated in context. Project implementation requires intrinsic motivation as well as a desire for entrepreneurial thinking and action, and it promotes goal-oriented team and project management skills.</p> <p>Specifically, the following areas of competence are served:</p> <ul style="list-style-type: none">- Professional competence- Students are able to work out an innovative business idea in a team within the framework of a given topic. They know how to identify needs and market opportunities, are able to develop creative ideas and implement them prototypically in low resolution, test and iterate based on the test results. They are able to communicate the business idea in a way that is appropriate for the target group.- Methodological competence- The students acquire knowledge and skills of a development of a business idea. They know the relevant technical terms and can use them adequately. They understand the process as well as the associated methods and tools and are able to apply them.- Social competence- Through project implementation, students learn to work in an interdisciplinary team, to develop a
Prerequisites	Recommendet MOOC https://www.deepdive.school/start
Recommended reading	Uebnickel, F., Brenner, W., Pukall, B., Naef, T., & Schindlholzer, B. (2015). Design Thinking: Das Handbuch. Frankfurter Allgemeine Buch. Osterwalder, A., Pigneur, Y., Oliveira, M. A. Y., & Ferreira, J. J. P. (2011). Business Model Generation: A handbook for visionaries, game changers and challengers. African journal of business management, 5(7), 22-30. Bland, D. J., & Osterwalder, A. (2019). Testing business ideas: A field guide for rapid experimentation. John Wiley & Sons. Blank, S., & Dorf, B. (2020). The startup owner's manual: The step-by-step guide for building a great company. John Wiley & Sons.
Teaching methods	Theory introduction and project execution in small teams.
Assessment methods	(Investor) Pitch, Documentation, Poster
Language of instruction	English
Name of lecturer	Prof. Bettina Maisch, Pavlina Vujovic
Email	bettina.maisch@hm.edu
Link	http://www.fb06.fh-muenchen.de/fk/modulbeschreibungen.php?id=1795

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Course content

Course outline

- Introduction in Innovation in Health, MedTech an Well-being
- Introduction to intra- and entrepreneurship
- Teambuilding and vision
- Problem, need and market analysis
- Synthesis, identification of a market opportunity
- Idea generation and selection
- Concept prototyping (low resolution)
- business modeling
- Business model testing and validation
- Pitching
- Final presentation of the business ideas in pitch format
- Submission of the written business ideas and submission of a digital exhibit

Remarks

Mondays from 10am to 1pm, Language: English
March 15h – June 14th, 2021