



## Munich Summer School of Applied Sciences 2023

**Course title:** Impact Entrepreneurship–  
**Topic:** Wellbeing and Personalized Health

**Hours / week:** 20h/week, 2 weeks

**Number of credits / work load:** a) 40 contact hour  
b) 3 US credit recommended  
c) 4 ECTS credits

### Course description:

- 1) The course gives participants the opportunity to learn about entrepreneurship in a hands-on, team-based and **fun** format. Rather than listening to lectures, the students work in interdisciplinary teams to create their own start-up concept. Therefore, they will learn how to identify opportunities, develop innovation solutions to solve them and design a business model to deliver the ideas successfully to the market.
- 2) The main theme of the course is “**Wellbeing and Personalized Health**” and students will develop novel business models that utilize technology to impact the future of personalized health
- 3) Students will be exposed to domain experts during this intensive two-week course to provide industry knowledge and be expected to conduct customer development our o class to understand the needs and desires of customers and users.

### Content & Learning objectives

- entrepreneurship and entrepreneurial spirit
- interdisciplinary team work
- innovation process: Identifying opportunities , market research, creating solutions, creativity techniques; value proposition, prototyping, validation of solutions)
- designing and testing business models
- co-creation and working with partners together
- sustainability and measuring impact

### Prerequisites:

Students who enroll in this course will be expected to complete required readings before the course begins so that they are ready to engage in the topic at the start of this intensive course.

Also: enthusiasm for innovation, teamwork

**Preparation and recommended reading:**

- MOOC-Course Deep Dive:  
<https://www.deepdive.school/course?courseid=entrepreneurship-basics>
- IDEO: Human Centered Design Toolkit, <http://goo.gl/LZzYAq>
- Ries, Eric (2011): The Lean startup

**Teaching methods:** project work in teams with close mentoring of the instructors

**Assessment methods:** Assessment of project work: final

**Language of instruction:** English

**Name of lecturers:** Prof. Thomas M. Katona (California Polytechnic State University) /  
Prof. Dr. Klaus Sailer (Strascheg Center for Entrepreneurship,  
Munich)