



Munich Summer School of Applied Sciences 2024

Course title: Impact Entrepreneurship–
Topic: Urban Mobility

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 “**Urban Mobility**” and students will develop novel concepts and business models in the field of Urban Mobility. Such entrepreneurial projects in the field of urban mobility are diverse and dynamic, driven by a shared goal of creating more efficient, sustainable, secure and/or accessible solutions for cities of the future. Through innovative products, technologies business models, and a deep understanding of urban dynamics, the developed projects, developed by you will have the potential to reshape the way we move and interact within urban environments.
- 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.

We also expect enthusiasm for innovation, and the willingness to work in teams

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 interdisciplinary teams with close mentoring of the instructors

Assessment methods: Assessment of project work: final presentation at the end of the course

Language of instruction: English

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