

EMBA-2426-121-Study-Tour: Entrepreneurship made in Germany - Munich

Name of lecturer(s) & Email Alexander Hahn alex@return-on-digital-innovation.com	Level/Semester, Status, Timing Level 3 Elective Between 04-05-26 and 07-05-26	ECTS*, CH & SDL** 3 50 40
Description of the course The Study Trip Munich - Entrepreneurship Made in Germany offers a four-day immersive experience in April 2025, designed to explore Munich's vibrant entrepreneurial ecosystem. As one of Europe's strongest hubs for both startup innovation and corporate entrepreneurship, Munich provides a unique environment for learners to engage with key concepts in entrepreneurship. The city's reputation for fostering innovation, combined with its ranking as one of the world's most livable cities, makes it an ideal destination for this study experience. Participants will attend 8-9 on-site events, including visits to leading startups, entrepreneurial hubs, and corporate innovation centres. These interactions will allow for a deep understanding of how startups ignite and scale within Munich's dynamic economic and cultural context. Through guided discussions, learners will critically reflect on the transition from ideation to scaling, and gain insights into how diverse entrepreneurial environments shape business strategies. The program is embedded within Munich's rich cultural scene, providing participants the opportunity to explore how the city's unique cultural, economic, and regulatory contexts support entrepreneurial success. Sustainable travel to and from Munich will be emphasised, aligning with broader global sustainability goals. Overall, this study trip offers a comprehensive exploration of entrepreneurship within one of Europe's most innovative and future-forward cities.		
Course units Day 1: Startup Ignition and Building Participants will explore the foundational stages of startup development, visiting entrepreneurial hubs and engaging with startup founders to understand the process of turning ideas into viable businesses. Day 2: Scaling Entrepreneurship This day focuses on the challenges and strategies involved in scaling a business, featuring case studies and interactions with successful startups that have navigated the journey from ideation to expansion. Day 3: Entrepreneurship in Various Tech and Market Contexts Learners will gain insights into how different technological innovations and market conditions influence entrepreneurial approaches, through visits to companies and discussions with industry leaders. Day 4: Exploring the Ecosystem The final day offers a broader perspective on Munich's entrepreneurial ecosystem, including networking with key players and reflecting on the city's cultural, economic, and regulatory frameworks that support innovation and entrepreneurship.		
Course Learning Outcomes (CLOs) Learners will be able to analyse the key factors involved in the ignition and early development of startups, identifying the foundational elements of entrepreneurship in the German ecosystem. Learners will be able to critically evaluate the processes and challenges involved in scaling a startup from its initial ideation phase, applying knowledge gained from case studies and real-world examples encountered during the study trip. Learners will be able to compare and contrast different entrepreneurial environments, assessing how cultural, economic, and regulatory contexts influence entrepreneurial strategies and success in Germany versus other global ecosystems.		
Prerequisite (if any) N/A		
Contribution to Programme Learning Objectives (PLOs)** <ul style="list-style-type: none">• Learning Objective 1.1: Reinforcement• Learning Objective 1.2: Mastery• Learning Objective 2.1: Reinforcement• Learning Objective 2.2: Reinforcement• Learning Objective 3.1: Reinforcement• Learning Objective 3.2: Mastery	Evaluation scale 0-20	
Main Teaching methods used in the course Interactive Lecture, Directed Discussion, Experiential Learning, Case Based Learning, On Site Visits		
Contribution to the Environmental, social and governance (ESG) Course Contribution to ESG: Yes Contact Hours are dedicated to ESG: 10 Contact Hours containing climate solutions for how organisations can reach net zero: 2 Description of contribution: The Study Trip Munich - Entrepreneurship Made in Germany aligns with the core principles of ESG (Environmental, Social, and Governance) by fostering a deeper understanding of sustainable entrepreneurship and its impact on society. Throughout the course, participants will explore how startups and corporations in Munich incorporate ESG strategies into their business models, focusing on sustainable innovation and responsible governance. The course highlights the role of entrepreneurship in driving economic, social, and environmental progress. Learners will examine how Munich's entrepreneurial ecosystem supports sustainability through green technologies, ethical business practices, and community-focused initiatives. By visiting several companies that prioritise social impact and environmental stewardship, participants will gain firsthand insights into the integration of ESG principles in business operations. Moreover, the course encourages critical reflection on how startups can scale responsibly, ensuring that economic growth does not come at the expense of environmental and social well-being. The emphasis on sustainable travel options to and from Munich also aligns with ESG's environmental goals.		

Notice: The information available in the course outline is subject to change. Please keep yourself informed at all times by regularly checking Canvas.

*ECTS - European Credit Transfer and Accumulation System (1 ECTS = 30 hours of learning)

**CH - Contact Hours in class or online, SDL - Self-Directed Learning including readings, homework, group work, preparation to assessment, etc

***PLO - Programme Learning Objectives are available on the curriculum page

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Assessment methodology / Learners Use of Time and Load

Assignment one : Pre-Visit 1 Pager for Company Visit

- weight 34%
- workload estimated = 2 hours
- due 04-05-26
- Guidelines: Create a 1-pager for the company visit covering the most important aspects of the company / organisation for the audience of your fellow MBA students
Disseminate this 1-pager to the group and to the professor via Canvas

Assignment two : visit moderation

- weight 33%
- workload estimated = 4 hours
- due 11-05-26
- Guidelines: Moderate the Q&A Session and create some back-up questions
Create pictures and text for a LinkedIn Social Media Post
Launch a LinkedIn Post (not an article) on the day of the company visit and immediately like and comment it (no re-posts / re-shares)

Assignment three : visit moderation

- weight 33%
- due 15-05-26
- Guidelines : Create text for an individual "Thank You" email for the company host. This email should include a reflection of at least 3 specific positive points of learning. Send this email to the company hosts including the Dean, the EMBA Front Office and Alex in cc no later than 1 week after the specific company visit

Readings

Required

Student groups will prepare readings for each company visit in advance

Recommended

x (please hyperlink)

Other Learning Materials

N/A

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