

SUMMER SCHOOL HEC & TUM 2022



04.07 - 15.07.2022

2 weeks

Program language: english

Virtual, sessions between
8 am and 7 pm CEST



Tuition Fees: 2.800,- € per seminar

10% discount for TUM alumni

Content

During the first week with HEC Paris, participants will discover the fundamentals of digital entrepreneurship, ranging from the skills needed, methods applied, and tools used, to move from an idea to a startup project. The dynamic learning approach includes a learning-by-doing pedagogy with a conceptual contribution, thanks to class sessions with inspiring examples shared through testimonies and team workshops. During the second week with the TUM, we will introduce and discuss cases and examples of digital transformation and technological innovation to industries such as healthcare or retail. Participants will work in groups to find solutions to challenges in digital transformation proposed by business managers.

Why this Program?

The Summer School was created and is taught by leading professors at the Technical University of Munich and HEC Paris. It is accessible to students and young professionals of all backgrounds who wish to learn more about entrepreneurship and digital innovation and collaborate with diverse peers as part of student work groups. Upon successful completion of this summer program, participants will be able to understand the digital revolution and why it promotes start-up entrepreneurship, assimilate the fundamentals of the entrepreneurial approach and its mindset and understand the successive steps of any entrepreneurial project: market, ideation and resolution of a user problem.

Target Group

The Summer School is open to young professionals, student's at the university and Master's level and recent graduates. At minimum, participants must be 19 years of age at the time of the program start.

Academic Director

Prof. Dr. Jingui Xie
Jean-Rémi Gratadour

Format

Online. All course recordings will be made available to best accommodate participants in different time zones.

Certificate

All participants will receive an issued Certificate by both TUM and HEC Paris upon successful completion. For students, completion leads to the award of 7 ECTS credits. Students are encouraged to consult their home institution to validate credit transfer.

Format

Grading is based on project-work prepared in groups. Several groups will be invited to present their work to the full class.

Contact and further information



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About the TUM Institute for LifeLong Learning

The TUM Institute for LifeLong Learning supports international experts and leaders from science, business and society to meet the challenges of the 21st century.

Therefore, the Institute offers innovative continuing education courses and thus facilitates scientifically-based and technology-supported professional and leadership development.