

## SUMMER SCHOOL HEC & TUM 2021



### Learning Objectives

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, Bachelor students and recent graduates. You do not need to be a student at the time of the program in order to apply.

### Academic Team

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.

### Assessment

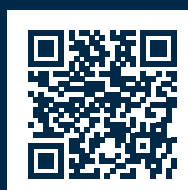
Grading is based on project-work prepared in groups. Several groups will be invited to present their work to the full class.

## Contact & additional Information



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[ll.tum.de/summer-school-tum-hec](http://ll.tum.de/summer-school-tum-hec)

## Tuition Fees

2.800,- € per seminar

10% discount for TUM alumni