

Entrepreneurship & Innovation (E&I)

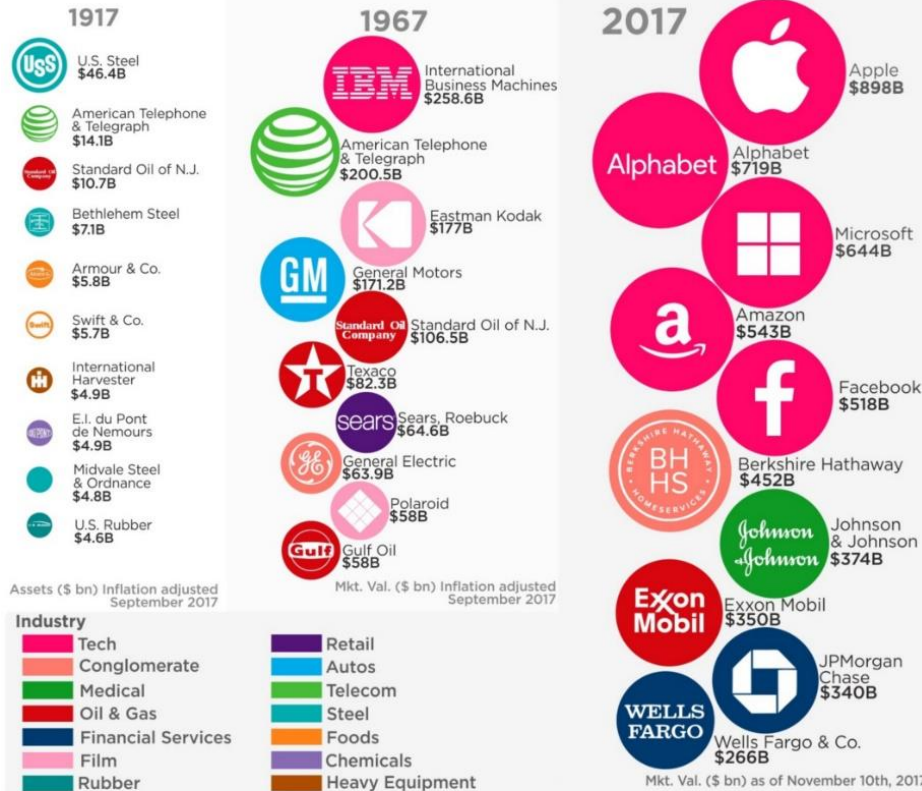


Univ. Prof. Dr. Nikolaus Franke

ENTREPRENEURSHIP
& INNOVATION



The world is changing dramatically...



„How Kodak failed... missing opportunities in digital photography, a technology that it invented.“



„We didn't do anything wrong, but somehow, we lost.“

NOKIA

...for each and every organization



**Start-ups
and smaller
businesses**



**Larger and
more
established
businesses**



**NGOs,
research,
politics...**

...and E&I helps you make sense of it all



Innovation = Idea and (!) implementation

E&I is a winning combination

E&I is interdisciplinary. It combines aspects of strategy, marketing, organization, financing, project management & other disciplines from business administration.



Knowledge

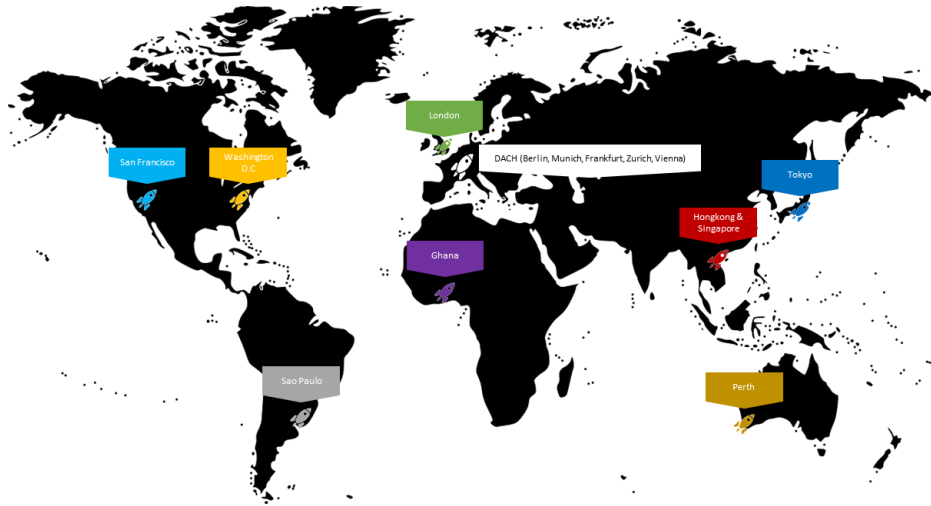


Application



Network

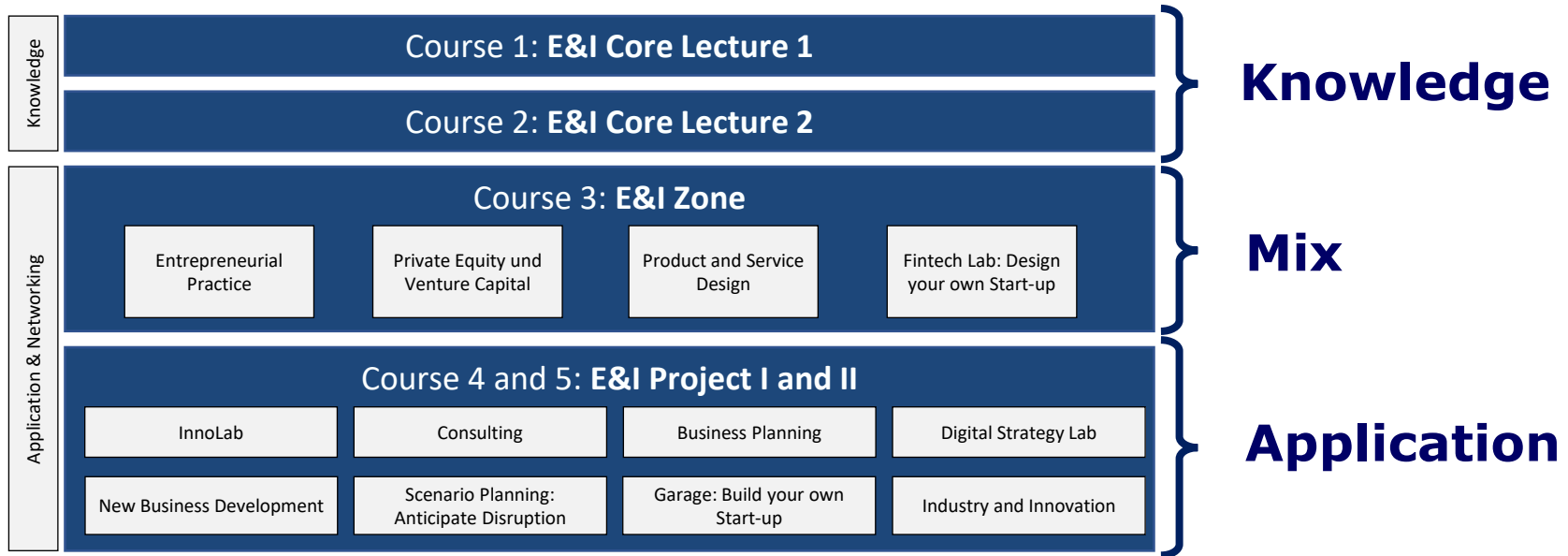
We go the extra mile for our students



- **Global E&I Alumni Network:** Strong, diverse, entrepreneurial network of **3,000+ E&I alumni** (BSc, MSc, MBA, PhD)
- **E&I Hubs:** Informal Alumni meetups around the world (mostly in cities with a strong start-up scene/ecosystem)
- **Various on-site events in Vienna:** E&I Stammtisch@Alumni corporates/start-ups; Aperitivo (WU Ball); professional skills workshops; meet & mingles
- **Job billboard** (Linkedin group)
- **For more information** or contact details of our E&I HUB managers contact benjamin.monsorno@wu.ac.at

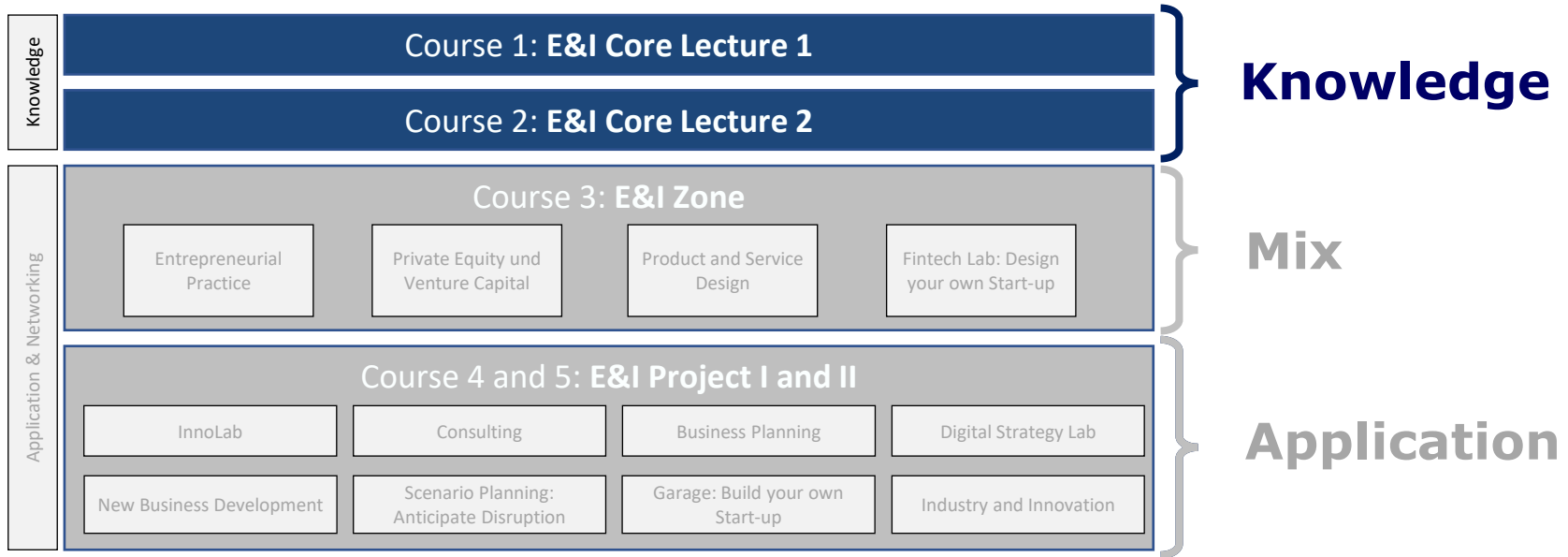
E&I specialization course overview

The specialization can be completed within 2 semesters.
We recommend to take 2-3 semesters.



E&I specialization courses in detail

As foundation, core lectures provide an overview of entrepreneurship & innovation management fields, central theories & methods and current research topics.



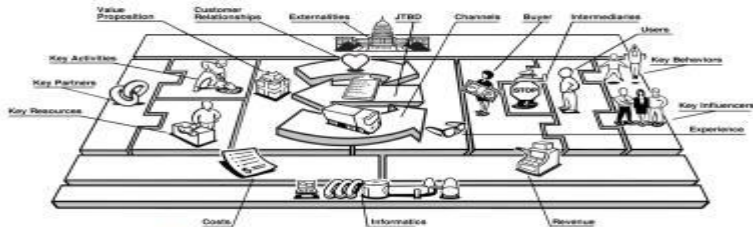
Theory, tools, methods



**How to find
breakthrough ideas**



**How to design winning
innovation strategies**



Source: [wofell](#) Business Model Canvas for Healthcare by Kevin Riley & Associates. Drawings by Mike Werner.

**How to organize the innovation
process**



How to market innovation



**How to finance
innovation**

New ways of creating value



New products



New services



New technologies



New combinations



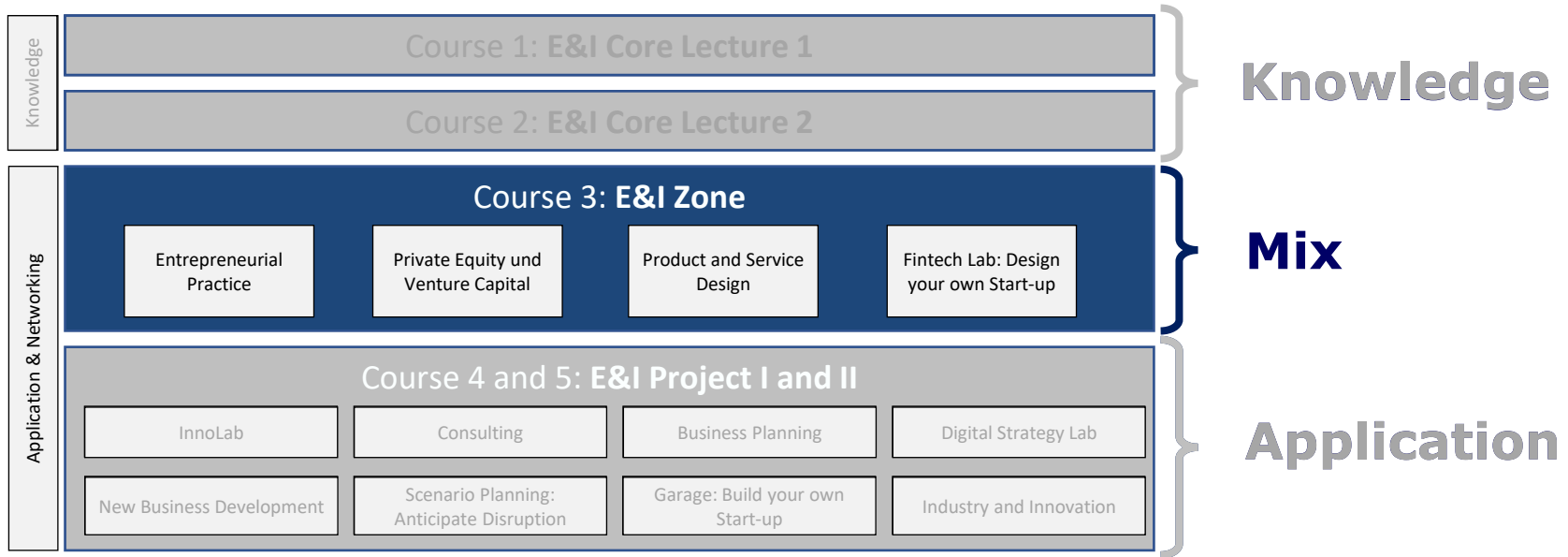
New processes



New business models

E&I specialization courses in detail

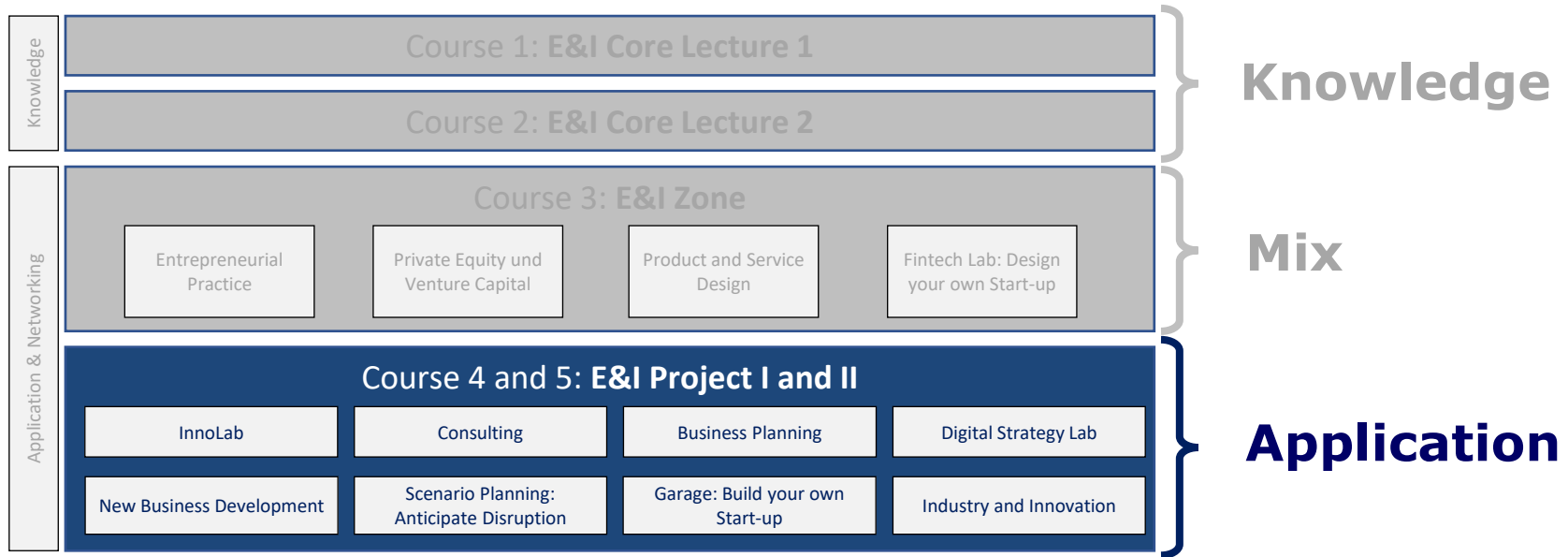
Zone courses offer you a mix of knowledge and application and can be chosen as per your personal preferences.*



*Typically courses which can be completed during a semester abroad.

E&I specialization courses in detail

Project courses focus on applying everything you have learnt during the E&I specialization.



Hone your skills by working on real-world business projects!

E&I students have successfully completed 850+ diverse innovation projects with start-ups and businesses:

- Work in small teams (4-6 students)
- Apply methods like expert interviews, user surveys, business model canvas, etc.
- Get individual support from lecturers and external coaches like strategy consultants or venture capitalists



Or try your hand at starting your own business as part of Garage...

E&I students have successfully founded various start-ups during and after the E&I specialization:

- Work on your own ideas in diverse teams (WU, TU, BOKU)
- Validate your business model and learn how to pitch in front of investors
- Get unique insights from successful founders and experienced market experts



...and follow into the footsteps of successful founders & E&I alumnae

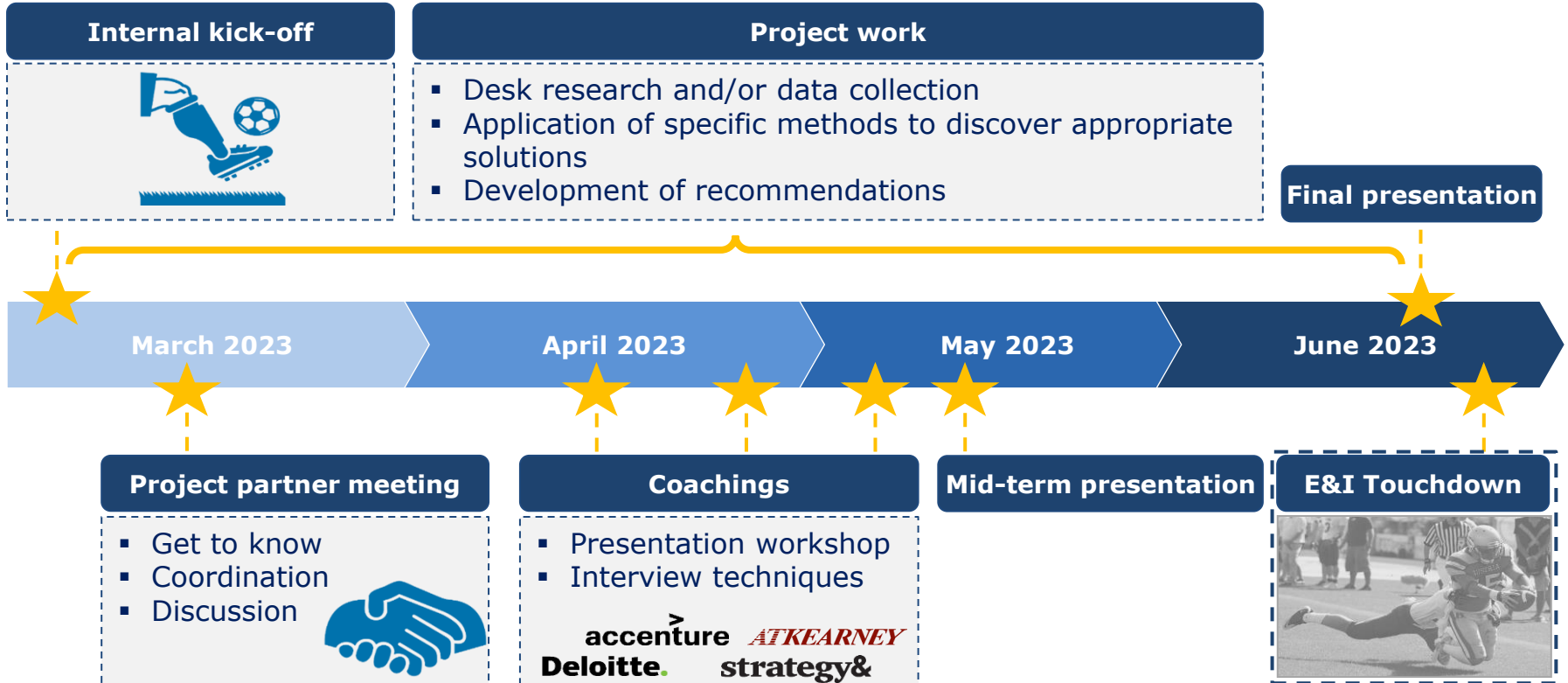


Cornelia Daniel, founder of Dachgold
<https://www.tausendundeindach.at/>



Katharina Klausberger, founder of shpock
<https://www.shpock.com>

A "typical" E&I project course



The E&I Course-O-Meter helps you choose the courses best suited for you

Our E&I Course-O-Meter will help you choose from our 8 offered project courses based on your preferences.

- Co-developed with our E&I students
- Short quiz with 5 questions
- Result: 2 recommended project courses with short descriptions

NEW!



Try out the Course-O-Meter on our Website:

<https://www.wu.ac.at/entrep/lehre/bachelor/choosing-a-project-course>

E&I is a good fit for you, if you are



**Ready to actively
participate in
courses**



**Eager to train your
soft skills and enjoy
working in teams**



**Keen to develop
creative and
analytical problem-
solving skills**

For challenging yourself, you will be rewarded with diverse career perspectives

- ✓ Innovation management
- ✓ Management consulting
- ✓ Strategic consulting
- ✓ Product management
- ✓ Marketing



- ✓ Starting your own venture
- ✓ Start-up scene
- ✓ Venture capital and investment

- ✓ And all other jobs where an entrepreneurial mindset and strong innovation capabilities matter!

Don't take our word for it, stop by and experience E&I



E&I students pitch their innovative solutions to a jury of experts and a broad audience, competing for the Best-Pitch Award.

... at the
E&I Touchdown

17/01/2023, 5:00 PM

**WU, LC building,
Ceremonial Hall 1**

For more information,
please check our
[social media channels](#)
or our [website](#).



Meet our faculty...

Institute for Entrepreneurship and
Innovation Chair



E&I Team



Institute for Strategy, Technology and
Organization Chair



IfSTO Team



... or speak to our E&I Ambassadors



<https://www.wu.ac.at/en/entrep/lehre/bachelor-program-sbwl/ei-ambassadors/>

Application process overview

- 90 students will be admitted in the summer term 2023

- Criteria:

- **WU student ranking:**

If you are within the top 5% of your cohort, you will be accepted automatically.

Please make sure that all required grades are listed in time in the ranking you submit to us!

Please visit www.wu.ac.at/entrep/apply for more information!

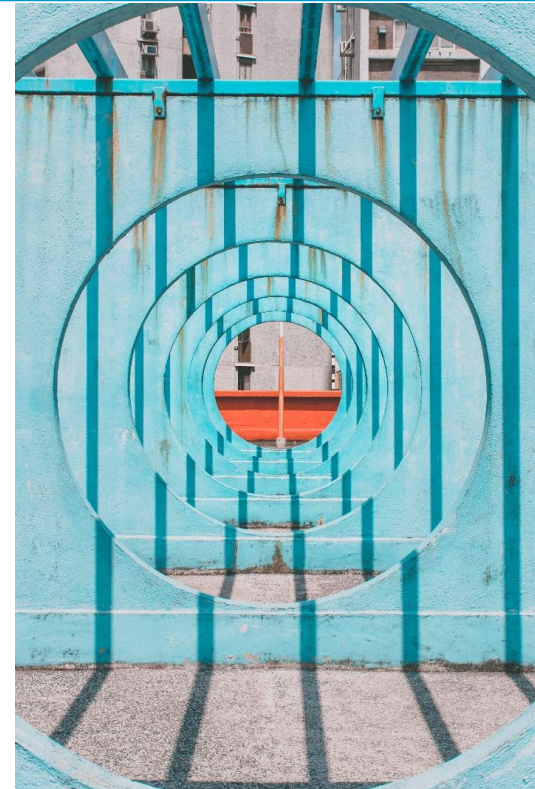
- **Exceptional E&I skills:**

At least 30 students are accepted ONLY based on their skills

**Same application
process for all WU
study programs!**

Keep in mind, E&I means diversity

- Diverse teams are more creative, identify better opportunities, and complement each other regarding skills and competences
- This is why we particularly encourage “unusual suspects” to apply for E&I!



Application process dates

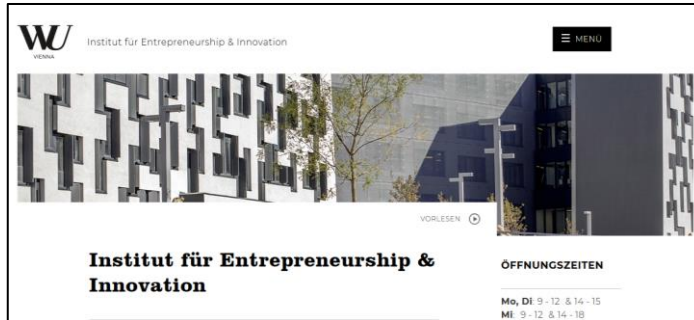
www.wu.ac.at/entrep/apply

→ **Registration via LPIS and online application form is mandatory for all entry modes!**

Important dates:

- Jan 26, 2023: Application form online
- Jan 26, 2023: Application period and registration via LPIS starts
- Feb 05, 2023: Final application deadline
- Feb 08, 2023: Notifications about acceptance
- Mar 01, 2023: **Welcome @ E&I**

For more information get in touch



www.wu.ac.at/entrep



www.wu.ac.at/ifsto



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[wuentrepreneurship](https://www.instagram.com/wuentrepreneurship)



[Institute for Entrepreneurship & Innovation, WU Vienna](https://www.linkedin.com/company/institute-for-entrepreneurship-and-innovation-wu-vienna)

Thank you for your attention!

**We look forward to seeing you soon
- latest at the next E&I Touchdown!**