

Call for Collaboration

Personal Details

Name	Braun	
First Name	Christian	
Position	Professor for B2B Marketing and Entrepreneurship Vice Dean for International Relations	
Institution	<input type="checkbox"/> UNIOVI <input type="checkbox"/> MUS <input type="checkbox"/> UoC <input checked="" type="checkbox"/> HKA <input type="checkbox"/> XAMK	<input type="checkbox"/> UdA <input type="checkbox"/> HIS <input type="checkbox"/> MTU <input type="checkbox"/> URN <input type="checkbox"/> TUIASI
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Call for Collaboration

Kind of Collaboration	<input checked="" type="checkbox"/> Joint Programme ¹ <input type="checkbox"/> Joint Degree ² <input checked="" type="checkbox"/> Double Degree ³ <input checked="" type="checkbox"/> Multiple Degree ⁴ <input type="checkbox"/> Summer or Winter School <input type="checkbox"/> Module <input type="checkbox"/> Course <input type="checkbox"/> COIL <input type="checkbox"/> Blended Intensive Programme <input type="checkbox"/> Other (please specify):
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¹ A joint programme has an integrated curriculum coordinated and offered jointly by different higher education institutions from EHEA countries and can lead to either a joint degree, a double degree or a multiple degree.

² A joint degree is a single document awarded by higher education institutions offering the joint programme and nationally acknowledged as the recognised award of the joint programme

³ Double degrees are two separate degrees awarded by higher education institutions offering the joint programme attesting the successful completion of this programme

⁴ Multiple degrees are more than two separate degrees awarded by higher education institutions offering the joint programme attesting the successful completion of this programme

Programme Title (working title)	Innovation and Entrepreneurship
Institutional Background (in relation to the planned programme)	At HKA, we have been pursuing activities in the field of "Technology Entrepreneurship" for many years and have a very lively network of various institutions in the region which focus on software / IT / industry. At the university, we founded a Master's program in Technology Entrepreneurship six years ago and offer many individual modules in our Bachelor's program.
Level	<input checked="" type="checkbox"/> Bachelor <input type="checkbox"/> Master <input type="checkbox"/> PhD
General structure / Mobility Options	7 semester programme. Central modules should be offered by all partners, so that students can also choose the degree of their own mobility. If not all INGENIUM members want to join the idea: the core partners could offer the central modules. Other institutions could join and offer additional courses / majors (e.g. in specific applications / industries which are relevant to countries / regions of partner institutions, e.g. tourism, wine industry, medical industry, food and beverage, financial industry ... but also specific aspects as SMEs). The last aspect could reflect the diverse structure of Europe and INGENIUM partners.
Language	English for core modules Specialization modules could be offered in local languages
Duration / Credits	7 semesters / 210 ECTS
Target Group	Future students with a particular interest in entrepreneurship and innovation
Qualification objectives	Students should develop a holistic entrepreneurial understanding and acquire specific knowledge for the development of new products/services as well as business models. They should be enabled and inspired to develop new entrepreneurial ideas and concepts and to form new entrepreneurial units from them.
Focus of the curriculum	After basics of general business administration, aspects of idea development and development of new companies or company units are to be dealt with specifically. The competencies are to be taught in diverse, project-based events in which teamwork and the use of different competencies and responsibilities are essential elements. Core content topics include: <ul style="list-style-type: none"> - Development of products/services and business models - Trend and technology analysis - key technologies - Creativity and innovation methods - Communication and motivation strategies - leadership

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- Specialized topics such as finance and law
 - Optional: Engineering; focus areas (industries etc.)
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Introductory Meeting

Tuesday, 19 December 2023 at 10 a.m. CET

Zoom: Call for Collaboration: HKA Entrepreneurship

<https://h-ka-de.zoom-x.de/j/62841937437>

Meeting-ID: 628 4193 7437
