

Data Science and Consulting Project: Data-driven Entrepreneurial Education Portfolio Assessment & Strategy at TUM

Data collection, evaluation, and recommendations for action regarding the entrepreneurship education offers at TUM

In collaboration with **TUM Venture Labs**, **UnternehmerTUM** and the **TUM Entrepreneurship Research Institute**, **TUM Entrepreneurship** offers a project study in the summer semester of 2023.

Project

Data-driven Entrepreneurial Education Portfolio Assessment & Strategy at TUM – An analysis on how to steer the “Entrepreneurial University” of the future (incl. UnternehmerTUM and TUM Venture Labs).

TUM Entrepreneurship

TUM is one of the most successful entrepreneurial universities in Europe. We offer talents the best support for developing their entrepreneurial careers and starting their technology companies. Having an entrepreneurial mindset, thinking outside the box, being creative and innovative, taking risks and learning from failures, and tackling problems proactively are important for any career in today's dynamic and technology-driven world.

With the comprehensive action concept, we are steadily expanding our activities to promote start-ups and entrepreneurial endeavors. Together with its associated institute UnternehmerTUM and the TUM Venture Labs, a joint initiative of TUM and UnternehmerTUM, TUM provides a wide range of entrepreneurial education offers to students, doctoral students, researchers, and (nascent) founders.

Project objectives and process

The start-up mentality at TUM is promoted at all faculties and there are entrepreneurship education offers at the university level, at each school/faculty, at the institutes and at the level of the individual chairs. In addition, UnternehmerTUM and the TUM Venture Labs offer a wide range of additional entrepreneurial education services.

This project aims to systematically record this joint entrepreneurial education offer portfolio and to qualitatively and quantitatively evaluate its status quo. Based on this analysis, the goals are (1) to derive first recommendations on how to improve and streamline the offer portfolio to be able to provide even better-coordinated support and qualification services at TUM in the future and to meet the needs of subject-specific entrepreneurial projects and (2) to suggest a steering logic (KPIs) allowing to measure and monitor the effectiveness of the offer portfolio.

To achieve these goals, this project encompasses the following tasks:

- Identification and gathering of information on all entrepreneurship education offers at TUM (incl. UnternehmerTUM and TUM Venture Labs)
- Quantitative and qualitative assessment of all teaching and practice formats at university, faculty/school, institute, and chair level (e.g., entrepreneurship seminars, pitch events, lectures, etc.)
- Clustering of the results by:
 - target groups (bachelor's, master's, doctoral students, researchers, across target groups)
 - organizational units (university, faculties/schools, institutes, chairs, UnternehmerTUM, Venture Labs)
 - type of offering (teaching formats, practical formats, lectures, etc.)
 - teaching and sensitization goals of the offering
 - content (high-level entrepreneurial topic clusters; strategic priorities, e.g., sustainability, gender diversity)
 - (optional) number of participants or potential reach (e.g. size of lecture)
- Analysis and evaluation of the results pointing out potential gaps in the offering and overlaps in existing formats
- Development of recommendations for action for the future structure of offers at TUM, both on a macro and micro level
- Development of a steering logic and potential KPIs to improve the offer in the future

The methodology for identifying and gathering information on the entrepreneurship education offers and their evaluation is to be developed as part of the project studies and with the support of TUM Entrepreneurship, UnternehmerTUM, and the TUM Venture Labs.

As part of the project, TUM Entrepreneurship, UnternehmerTUM and the TUM Venture Labs offer deep insights into the variety of offerings for entrepreneurship at an entrepreneurial university in general and at TUM in particular. Participants are given the opportunity to independently implement a science-based project using proven methods and to present their results to the involved parties in the manner of a consulting project.

Requirements

- Team of two to five students from the TUM School of Management
- Basic understanding of methods for qualitative and quantitative data collection
- Implementation in 3 months full-time or in 6 months part-time (possible project start between 01.04.- 31.05.2023)
- Intensity of collaboration with TUM Entrepreneurship, UnternehmerTUM and TUM Venture Labs as agreed upon (electronically, verbally, in person).

Grading

- 12 ECTS

- Final report of approx. 20 pages as a reflection on the contents of the project study (70% of the grade)
- Final presentation (approx. 20 minutes + 10 minutes Q&A) on the course and/or learning outcomes of the project study (30% of the grade).
- Deviations are possible depending on the study program and the course of the project. Early consultation with members of the TUM Entrepreneurship Research Institute is necessary.

Contact

For questions please contact:

Julia Hinderink

Program Manager Think.Make.Start
TUM Entrepreneurship
E-Mail: julia.hinderink@tum.de

Juliane Schuster

Expert Educational Design
UnternehmerTUM
E-Mail: schuster@unternehmertum.de

Tobias Ruzok

Manager Strategic Projects
TUM Venture Labs
E-Mail: tobias.ruzok@unternehmertum.de

Prof. Dr. Anne Tryba

Professor of Entrepreneurial Education
Entrepreneurship Research Institute
E-Mail: anne.tryba@tum.de

Please submit your application by 30.04.2023 to anne.tryba@tum.de