Grounded in TUM's technological and entrepreneurial ecosystem, TUM School of Management educates responsible talents and pursues relevant research to advance innovation-based businesses and societies in Germany, Europe, and the world. At our Garching-based Entrepreneurship Research Institute (ERI), scientists from various disciplines contribute to entrepreneurship research as an emerging and vital area at the intersection of business, economics, and psychology. We aim to help develop this field and improve our understanding of entrepreneurial individuals and organizations. Our professorship for Entrepreneurial Education (Prof. Dr. Anne Tryba) is looking for a

**Final Thesis (Master) as part of the Entrepreneurial Masterclass**

**Best Practices Entrepreneurial Education Portfolio of Leading Technical Universities**

**Context**
Having an entrepreneurial mindset, thinking outside the box, being creative and innovative, taking risks and learning from failures, and tackling problems proactively are essential for any career in today's dynamic and technology-driven world. Primarily, these competencies are key for founding a successful new venture. There are various ways how students can receive these competencies (e.g., via lectures, qualification programs, etc.).

**Research question**
How do leading technical universities offer their students the possibility to acquire entrepreneurial competencies?

**Suggested method**
1. Qualitative research: 10 case studies of leading technical universities around the world covering at least two from the US/Canada, three from Europe, two from Asia, and one from Australia (selection based on, e.g., rankings, entrepreneurship offering breadth, TUM partnerships, size)
2. Analysis of university websites/promotion & education material, assessment of, e.g., formats, topics, methods, learning goals, target groups, competencies, promotion triggers/keywords used

**Thesis objective and possible approach**
This thesis aims to systematically analyze the entrepreneurial education portfolio of leading technical universities and to present findings along a self-developed entrepreneurial education assessment framework. The suggested approach includes:
- Selection of suitable evaluation criteria including the derivation of evaluation clusters considering e.g.
  - Target groups
  - Offering type (e.g., lectures, action-oriented courses/seminars, events, services)
  - Organizational units involved (e.g., schools, entrepreneurship centres, university)
  - Offering content (e.g., high-level topics, learning goals, competences)
  - Offering promotion
    - Communicated success stories (e.g. startup creations, innovative/impactful solutions)
- Development of an entrepreneurial education assessment framework
- Presentation of best practices along this framework

**Prerequisites and required skills**
- Fluent in English (spoken and written)
- High analytical and market research skills
- Great self-organization skills and ability to work with a large amount of data
- Willingness to work independently and reliably
Our offering

- Substantial supervision and guidance during the thesis project
- Insights into research and teaching activities at our institute and entrepreneurial education and support activities at TUM (particularly valuable when considering pursuing a PhD or planning to engage in own entrepreneurial endeavors)

Application

Please upload your application (CV, current transcript of records, and motivation letter) by the 30th of April 2023 here.

For further questions, please get in touch with David Nawrath via david.nawrath@tum.de

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