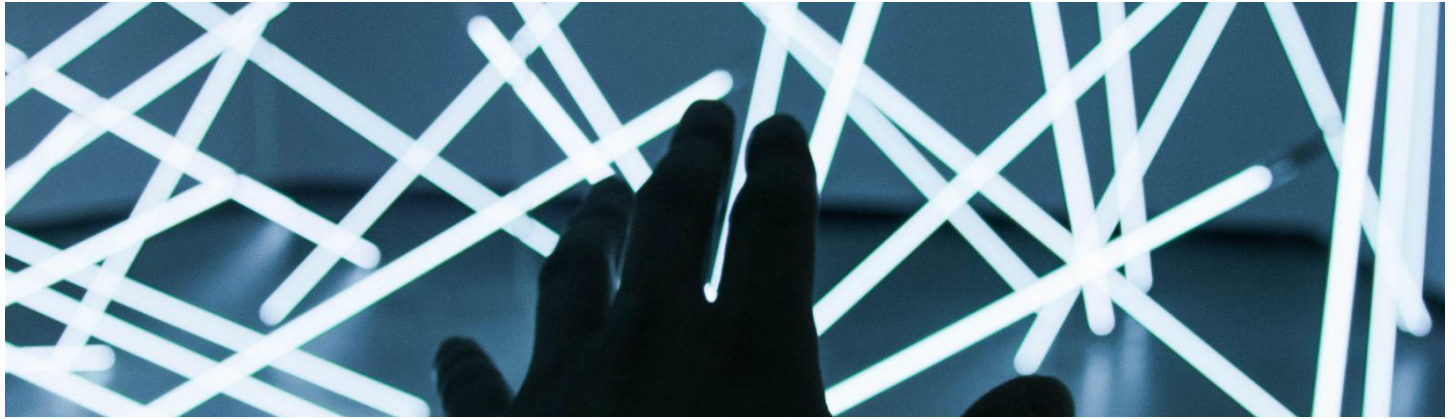


Entrepreneurship Support Track

FamilienUnternehmerTUM: Securing the future of Medium-sized & Family Businesses



Picture: Nicolas / Pexels

Challenge description

UnternehmerTUM is the leading innovation and start-up centre in Europe. As part of the new "FamilienUnternehmerTUM" initiative, the leading platform for increasing the innovation and future viability of German-speaking SMEs and for family businesses is also being created.

As strategic innovation partners, these will be specifically linked with talents, start-ups and established (medium-sized / family) companies from the UnternehmerTUM ecosystem in order to jointly develop new ideas, technologies and business models.

Thesis Focus

Innovation & Entrepreneurship in Family Businesses will be on focus. Mostly in direction of:

- Success factors of the digital transformation of medium-sized and family businesses
- Company succession and NextGen in the context of the digital transformation of SMEs and family businesses
- What role and tasks do family businesses have in an innovation ecosystem?

The following research questions can lead the way for the thesis:

- How can small and medium-sized enterprises and family businesses, the central backbone of our economy and society, continue to be successful in the future?
- How can small and medium-sized enterprises and family businesses, the central backbone of our economy and

society, continue to fulfil their great responsibility towards future generations?

- How can small and medium-sized enterprises and family businesses continue to live up to their great responsibility towards future generations, especially against the background of radically increasing pressure to innovate and compete?

Profile and process

You apply individually with a motivation and a CV (but no project draft) and will write an individual master thesis which is suitable to your study program.

- Current Master's degree at TUM in business or engineering subjects with a strong affinity to entrepreneurship.
- Fulfilment of all the usual requirements for registering a Master's thesis.
- High level of motivation and independent, entrepreneurial approach to work.
- Entrepreneurial attitude
- Openness to contribute own ideas to concretise the research question

Upon successful application, you will become part of the TUM Entrepreneurial Masterclass with all according benefits, such as real added value for the ecosystem in and around Munich and access to the UnternehmerTUM ecosystem.

**TUM Venture Labs
Built Environment**

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**TUM Entrepreneurial
Masterclass**

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