



# THE ENTREPRENEURSHIP PROGRAM AT HHL

Leipzig, July 2009

Program International Entrepreneurship

Chair of Strategic Management and Organization  
HHL – Leipzig Graduate School of Management



THE BEST BUSINESS SCHOOLS  
IN THE WORLD

# Entrepreneurship activities have a long tradition at HHL

## Overview

### HHL with strong tradition in entrepreneurship activities

Startups founded already in first class after re-opening in 1990s

VIEW e.V. for the exchange of regional entrepreneurs and HHL students since 1998

Formal Entrepreneurship program started in 2002, today with the chair of Strategic Management & Organization

### Formalized offering as elective in the MSc. and Diploma program

MSc. and Diploma students can choose Entrepreneurship as one of their electives

For MBA students Entrepreneurship also available as elective module

Alumni can benefit from additional services as coaching and networking

**Vision: Enable Entrepreneurs**

# The program aims to develop entrepreneurs and intrapreneurs

## Target groups

Entrepreneurs	Intrapreneurs	Facilitators (Consultants/ Bankers)
<p>Key questions:</p> <ul style="list-style-type: none"> <li>• How do I start-up my own business?</li> <li>• How can I grow it (size, scope, regions etc.)?</li> <li>• When and how should I professionalize structure and systems?</li> </ul>	<p>Key questions:</p> <ul style="list-style-type: none"> <li>• How do I build a new business unit?</li> <li>• How can I foster innovation in the firm?</li> <li>• How should I manage my business unit /mid-sized firm as CEO?</li> </ul>	<p>Key questions:</p> <ul style="list-style-type: none"> <li>• How do I evaluate business plans?</li> <li>• Which competencies in business-building do I need?</li> <li>• How can I support entrepreneurs and intrapreneurs?</li> </ul>

**Key Assumption is that questions are similar in the target groups**

## Three main offers from the HHL entrepreneurship program are available

Entrepreneurship modules

Module

**Education**

Objectives

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- Provide students with competencies in entrepreneurial processes and concepts
- Enable students to start-up their own businesses

**Coaching**

- Motivate students to consider starting-up a business
- Support students in business plan building and the entrepreneurial process

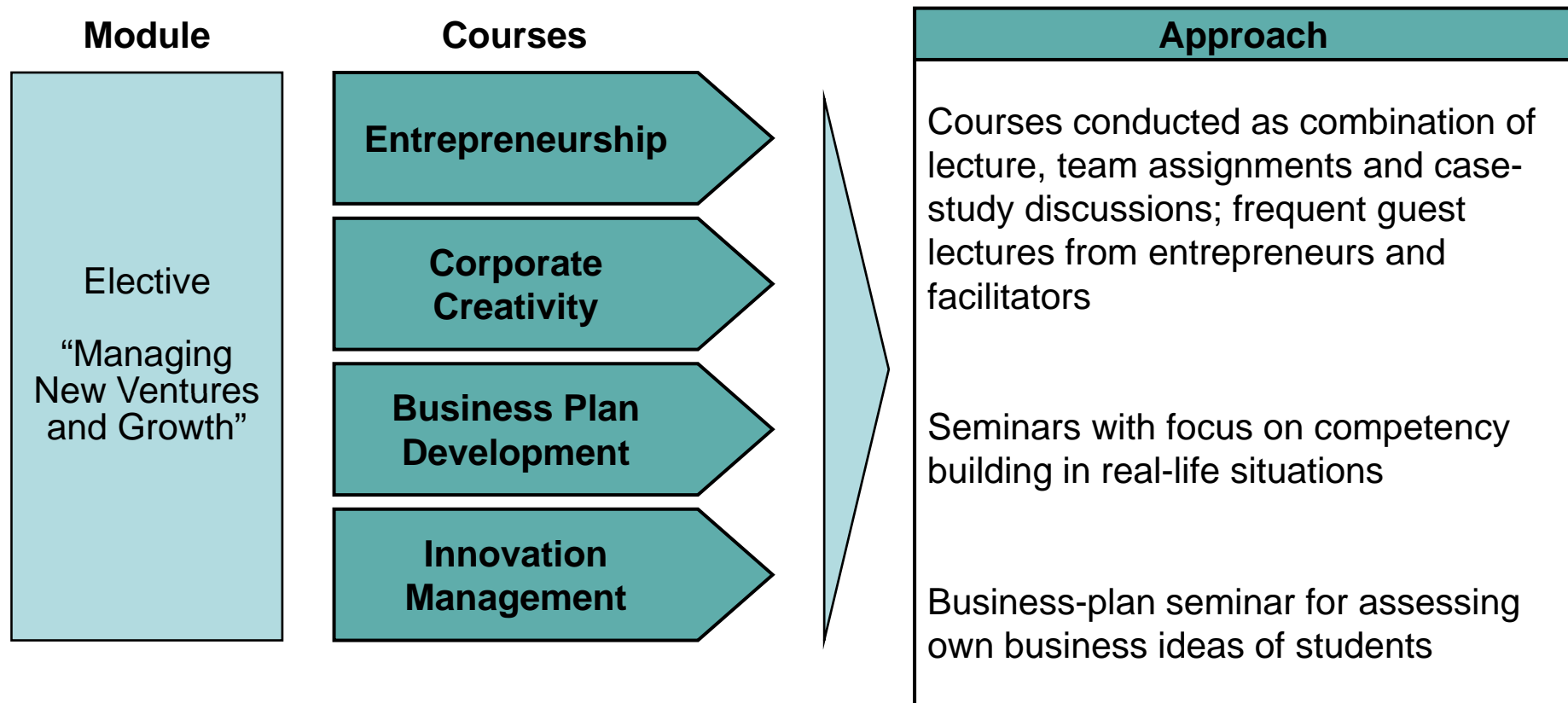
**Networking**

- Foster exchange between students, alumni and entrepreneurs
- Provide contacts to facilitators

**Target groups are students and alumni interested in entrepreneurship**

# Education program focuses on building up applicable entrepreneurial competencies

Education program (example MBA 2008)



**All courses taught by experienced entrepreneurs or topic experts**

Note: not all courses offered in all programs; differences between Diploma, MSc., MBA

# Education program focuses on building up applicable entrepreneurial competencies

Education program (example MSc. 2008)

Level	Course	Approach
Integrated Management	<ul style="list-style-type: none"> <li>• Introduction to Entrepreneurship</li> </ul>	<p>Courses conducted as combination of lecture, team assignments and case-study discussions; frequent guest lectures from entrepreneurs</p> <p>Seminars with focus on competency building in real-life situations</p> <p>Business-plan seminar for assessing own business ideas of students</p>
Elective	<ul style="list-style-type: none"> <li>• Entrepreneurial Finance</li> <li>• Entrepreneurial Marketing</li> <li>• Legal Aspects of founding process</li> <li>• Innovation Management</li> <li>• Family Business</li> </ul>	
Elective Seminars	<ul style="list-style-type: none"> <li>• Business Simulation</li> <li>• Business Planning</li> </ul>	

**All courses taught by experienced entrepreneurs or topic experts**

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# Coaching closes motivation and competency gaps at students and entrepreneurs

Coaching as driver and sounding board

Phase	Evaluating	Starting	Growing
Typical concerns	Should I start my own business? Is my idea valid?	How do I start the business? What are the steps?	Am I on the right track here? What's next?
Potential coaching benefit	Support to validate business idea  Motivate to start own business	Provide guidance in founding process  Double-check approach and formalities	Serve as sounding board  Discuss development and potential with entrepreneur
Coaching serves as reality-check within the whole life-cycle			

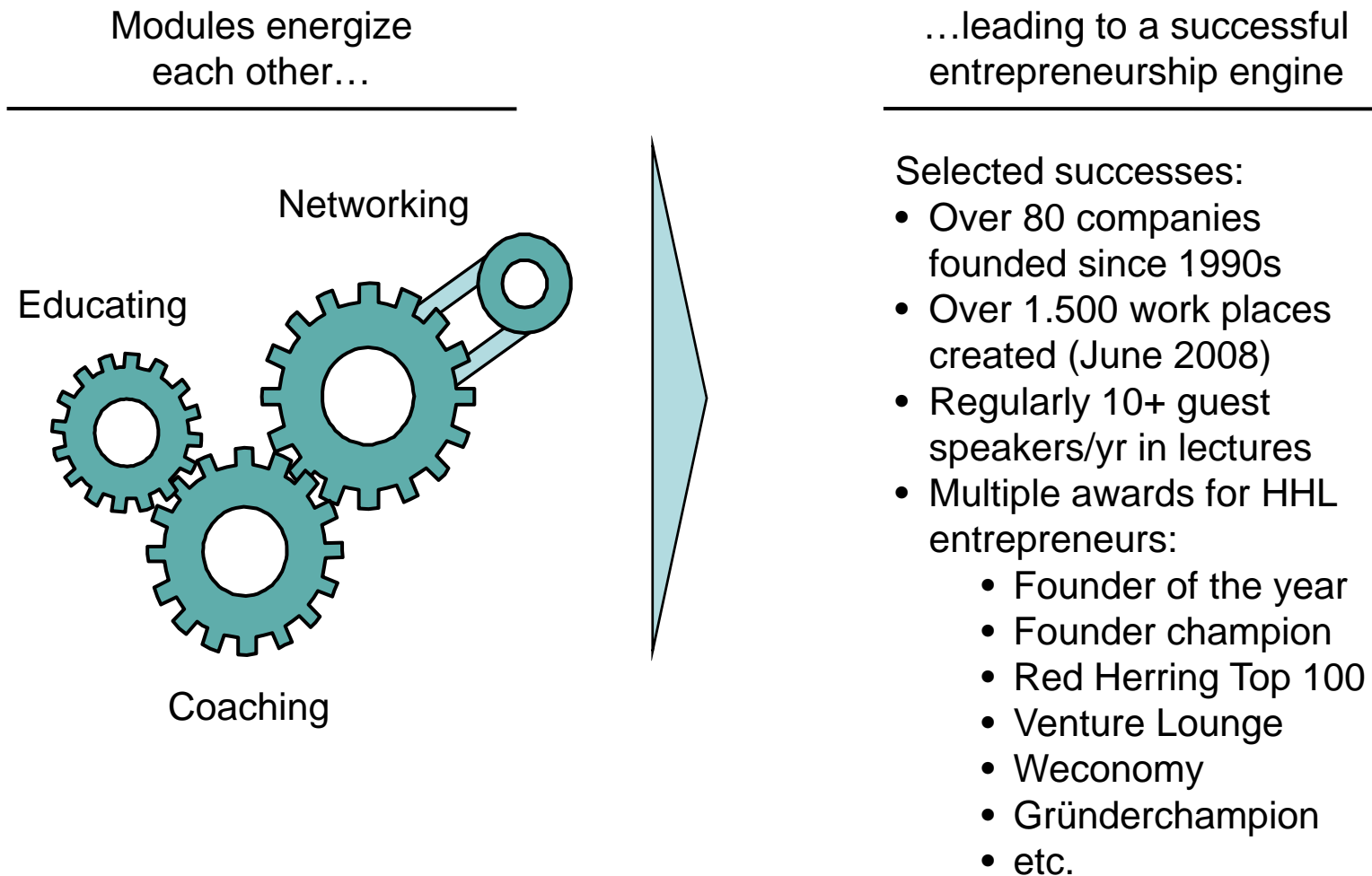
# Networking opportunities serve all involved parties: students, alumni entrepreneurs and facilitators

## Networking levers

Lever	Description
Guest Lectures	(Alumni) entrepreneurs join HHL classes to present selected topics and to share experiences
Entrepreneurship Round Table	(Alumni) entrepreneurs present on their businesses and/or the industry; all HHL students and -friends in Leipzig area are invited to discuss and network
Support Leads	Network of contacts to lawyers, tax-accountants, authorities etc. is build up to provide contact leads to HHL entrepreneurs
„Unternehmer-Stammtisch“	HHL-entrepreneurs meet twice a year to discuss current topics and to exchange experiences
Blog and Newsletter	Regular updates on <a href="http://www.undernehmer-hochschule.de">www.undernehmer-hochschule.de</a> , summarized Newsletter to ~2500 recipients every 6-8 weeks

**Aim to foster informal networking among HHL students and alumni**

## The three building blocks contribute to a successful HHL entrepreneurship engine



# HHL graduates tend to start up businesses in the web environment, but other industries are catching up

Examples from the over 80 HHL-Startups

## Web-models currently dominate as business ideas from HHL....

Selection of HHL Web-Startups:

- Betreut.de
- Billigflieger.de
- Ciao.com
- Dailyme.tv
- Hitflip.de/Hitmeister.de
- Imedo.de
- Misterspex.de
- Playnik.de
- Smava.de
- Spreadshirt.de
- Travel-IQ.de
- Trivago.de
- Verwandt.de

## ...but other industries become more attractive for HHL startups

Selection of HHL Non-Web-Startups:

- Climecs (MedTechnology, Finalist Weconomy)
- Gollmann Kommissioniersysteme (Gründerchampion 2008)
- Management-Angels (Interim Management)
- PVfLex Solar (High Tech)
- SunCoal Industries (CleanTechnology, Wirtschaftswoche Startup Award 2008)
- Syntops (Print Solutions, Winner Weconomy, Mediaward)

Note: Includes also startups where one co-founder in founding team is HHL-alumnus

## Your Contacts at HHL



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