

A hand holding a smartphone in the foreground, with a network of white nodes and lines overlaid on the image. The background is a soft-focus light blue.

Co-create your digital transformation strategy

with an interdisciplinary
student team working
full-time for three semesters

DeepDive

Entrepreneurship and
Digital Transformation

Designing solutions for the digital world

The working world but also our personal lives are changing faster than ever before, making continuous innovation and open, creative processes necessary to shape our increasingly digital future. This works best if we gather interdisciplinary teams, skills and methods for a co-creating journey. The Strascheg Center for Entrepreneurship has been coaching innovation projects with companies for more than 15 years. What we learned from this experience is that a dedicated and structured process helps to create validated solutions.



In the master program Entrepreneurship and Digital Transformation students from diverse backgrounds apply entrepreneurship methods and knowledge about digital technologies to develop innovative business models and strategies. This co-creation process will not only provide you with new perspectives and insights but also enriches your corporate innovation and entrepreneurship culture.

Leaders in Entrepreneurship and Innovation

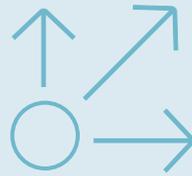
The Strascheg Center for Entrepreneurship (SCE) acts as the central point of contact for students of the Munich University of Applied Sciences (MUAS) to learn more about entrepreneurship and innovation.

It offers education and research programs based on the SCE mission to promote entrepreneurial thinking and action among graduates and academic staff. In 2018, MUAS together with its affiliate entrepreneurship center was ranked second place among Germany's large universities with regard to start-up support and the development of entrepreneurship culture (Gründungsradar).

Previous SCE partners (selection)



Your starting point



Do you have a digital innovation project idea, but no time, means or staff to work on it full-time?

Are you stuck with a project and searching for a different perspective from a research-oriented environment?

Could your employees benefit from new knowledge about entrepreneurship and innovation methodologies?

How we support you



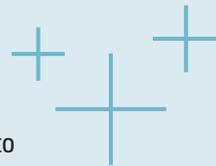
We organize the required resources and forces for development and implementation.

We apply state-of-the-art know-how and ensure scientific supervision.

We provide new perspectives and innovative ideas for your problem.

We validate the solution and design a sustainable business model.

Your benefits



You get fresh and unbiased perspectives from external innovation teams.

You learn about cutting-edge innovation methodologies and tools.

You gain access to scientific research, institutions, and scholars.

You can use a pipeline for young, dynamic and passionate talents.

Master program Entrepreneurship and Digital Transformation

- first interdisciplinary master program with 5 faculties of MUAS involved
- international, innovative and project-based master program
- courses on entrepreneurship, digital technologies and business models, plus additional elective modules
- preparatory open online course at www.deepdive.school

Project focus in the master program

- design and implementation of solutions and business models for your company
- customized project plan with profound problem analysis, MVP, finance planning, and more
- documentation of complete approach and findings in master thesis



What project to select

We help you to specify the project description so that it can grow into a mutual success story. Together we clarify your goals and expectations.



get in touch with us
for further **questions**
and concrete **offers**

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