

# PRINCIPLED ENTREPRENEURIAL DECISIONS (6 ECTS)

**Learn how to make game-changing decisions as an entrepreneur, future founder, established team or single founder**

This course will challenge the next generation of leaders and entrepreneurs to think critically about how their personal values and principles inform the difficult decisions they will have to make as they grow their business. The course will first equip students with frameworks to crystalize their own values and principles. Students will learn to apply their own core values. A selection of readings and case studies will provide students with tangible examples of the challenges other entrepreneurs have faced. Each class will be highly immersive, featuring conversations with entrepreneurial guest speakers and break-out sessions. Through conversations with case protagonists and each other, students will leave the class more prepared to navigate the ethical dilemmas that they may encounter during their professional lives.

- Difficult strategic decisions entrepreneurs face when building Startups and running companies
- How instilling values and principles improves decisions making
- The lens through which investors evaluate entrepreneurial companies
- The principles Angels and VC base their decisions
- How to use entrepreneurial principles to empower formal instruments of company culture, craft strategy and scale with key metrics
- Live cases with ProGlove, Groupon, SevDesk, EnBW/FoxInsights and 10x

24.10 | 16-17:30 Online

26.10 | 9:30 - 16:00 UnternehmerTUM, Garching

18.11 | 9:30 - 16:00 UnternehmerTUM, Garching

29.11-1.12 | 9:30 - 17:30 UnternehmerTUM, Garching

23.01 | Exam



UnternehmerTUM, Garching



Founders and project teams



**By Oliver Bücken**, Lecturer  
Lecturer at TUM, Co-founder of buecher.de,  
Investor in 16+ ventures



**Dr. Philipp Engelhardt**, Co-lecturer  
Lecturer at TUM and HSG. Consultant with a focus  
on scaling strategies and growth management.  
Founder of scaleon and ex-CFO Europe of Groupon

**Learn from real life examples, entrepreneurial companies and entrepreneurs**



**Dr. Oliver Kunath**  
CFO of German-made cloud accounting  
champion sevDesk



**Til Landwehrmann**  
Founder & MD of EnBW-IoT scale-up  
FoxInsights



**Thomas Kirchner**  
Founder of ProGlove



**Nico Schoenenberger**  
Investor at 10x

“ PED was also a crash course on all topics related to entrepreneurship and how to start and scale a company. Personally it was extremely valuable for me and I would recommend every aspiring entrepreneur to attend the course.

**Martin Dimitrov**  
PED, Summer  
Semester 2022



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