PRINCIPLED ENTREPRENEURIAL DECISIONS (6 ECTS)

6 days, 9:30 - 4pm, TUM Campus Garching at UnternehmerTUM (room Anton)
For founders, future entrepreneurs, project teams & startups

LEARN HOW TO MAKE GAME-CHANGING DECISIONS as taught at Stanford University

Content
- Difficult decisions entrepreneurs face when running companies
- How instilling values and principles improves decision making
- The lens through which investors evaluate entrepreneurial companies
- How to use entrepreneurial principles to empower formal instruments of company culture, craft strategy and scale with key metrics

Debate with entrepreneurs about their principles & learn from their real cases

Jack Fuchs
Adjunct Professor in Entrepreneurship at Stanford University and ESCP Europe. Investor, mentor and Board member.

Oliver Bücken
Lecturer at TUM, co-founder of buecher.de and investor in 16+ startups

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

Course Schedule
- 24.10
- 30.10
- 31.10
- 13.11
- 14.11
- 15.11

Dr. Oliver Kunath
CFO sevDesk

Nico Schoenenger
Investor with 10X FOUNDERS

Georg Bader
Founder & former CEO Vitafy

S. Manoj Harasgam
Founder join.com and Spicehaus Venture

Dominik Sievert
Co-CEO inveox

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