

VentureLab

presents

Global Venture Week joins Global Master School

in partnership with
AUAS & LPNU & KNEU & DUT & SEAMK & UMSL & SUNY

International Views on Entrepreneurship and Digitilisation

Intensive course with International Participants,
Professionals & Professors *(Draft version 18 March)*

22 - 28 MAY 2022

Hybrid (@AUAS and Online)

 VentureLab

 @venturelabthab

 venture-lab.de

 @weareventurelab

 SeAMK
SEAMK UNIVERSITY OF APPLIED SCIENCES

 SUNY
The State University
of New York

 UMSL

 DUT
DURBAN
UNIVERSITY OF
TECHNOLOGY

 TH Aschaffenburg
university of applied sciences





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Deutscher Akademischer Austauschdienst
German Academic Exchange Service



Welcome to our Global Venture Week joins Global Master School Program: International Views on Entrepreneurship and Digitilisation

It is a pleasure for me to welcome you to our campus of Aschaffenburg University of Applied Sciences right in the center of Germany and Europe. Along with its academic partners from Lviv Polytechnic National University (LPNU), Kyiv National Economic University (KNEU), Seinäjoki University of Applied Sciences (SeAMK), Durban University of Technology (DUT), University of Missouri–St. Louis (UMSL) and Potsdam State University of New York (SUNY) Aschaffenburg University warmly invites you to participate in its first Global Venture Week joins Global Master School Program entitled: International views on entrepreneurship and digitilisation. It offers national & international students an insight into international aspects of entrepreneurial business, in particular with decision-making actors and processes affecting and shaping the digital environment for business in an international context.

All courses will take place on our campus in the heart of the city of Aschaffenburg accompanied by an attractive social program on site and online as a hybrid event.

For those joining us on our beautiful campus, Aschaffenburg can be explored as an attractive city that welcomes its guests with an open and friendly atmosphere. Situated in Bavaria, but only 30 km away from the dynamic city of Frankfurt, Europe's capital of banking and finance.

I wish you an excellent stay here on our (online) campus and unforgettable moments of international learning, contact building and sharing of experience!



Prof. Dr. Holger Paschedag
Vice President for International Affairs

Background

Based on the tripartite partnership of AUAS, UMSL and SEAMK, the Global Master School has been successfully implemented since its inception in 2013 in Aschaffenburg. In 2022, it is joining forces with the VentureLab Team with its Global Venture Week to offer an attractive, state-of-the-art-program with international guest lectures.

The Global Venture Week first took place in November 2021 and will move now into a new dimension due to recent dramatic changes in geopolitics. Based on our network and exchanges of lecturers and students mainly from Eastern European countries with Aschaffenburg University of Applied Sciences we are now progressing towards an enlarged partnership with universities from Europe, North America and South Africa on entrepreneurial topics. Experienced international investors, lawyers, business angels in cooperation with academic lecturers all contribute with their expertise and experiences to the program. Developing entrepreneurial potential and an entrepreneurial mindset in an international environment is our main focus.

In our “Global Venture Week joins Global Master School Program” we will adopt a modular approach throughout. Students will be assessed on several separate assignments relating to the respective thematic strands of this short intensive program.

Application, Costs and Accommodation

- Date: 22 - 28 May 2022
- Program language is English.
- Please register via <https://www.th-ab.de/gms>
- The onsite program fee is 200,00 EUR.
- Students from our partner universities do not pay any extra tuition fees.
- Accommodation costs are not included. There are various hotels located next to our campus and the city center such as Hotel Olive Inn (special rates are available for GMS participants ranging from 25 Euro/night in six bed rooms to 30 Euro/night in four bed rooms). A list of accommodation options is available.
- For any help please contact our International Office, international-office@th-ab.de.

Registration deadline is 15 April 2022
www.th-ab.de/gms



Thematic Strands

International Views on Entrepreneurship and Digitilisation

- Entrepreneurship and Startups
- Innovation and Digitalisation
- Commercialisation and Creative Methods

Lecturers (in alphabetical order)

Prof. Anne-Maria Aho has over 20 years of work experience in higher education, teaching and research in the field of strategic management, value co-creation and management of intellectual capital. Before the career in the higher education, she owns ten years' experience in business life. Alongside her role as a head of master's degree programmes and a lecturer she carries out research and development projects and offers consulting for enterprises in the field of business skills development and RDI processes, strategic management and service business.



Prof. Anne-Maria Aho will provide an input on Knowledge management and value creation - Finnish company cases.



Prof. Boris Bauke is entrepreneur and professor at the Technical University of Aschaffenburg. Prof. Dr. Boris Bauke has founded several international IT and media companies. Boris wants to inspire more people to start businesses. He is the founder and director of VentureLab - the contact point for action-takers at TH Aschaffenburg.

His presentation "Entrepreneurship as a Career Path" will highlight opportunities of an entrepreneurial life and provide a roadmap how to get there. His VentureLab-Team delivers various topics like Startup and Market Types, Hypotheses Validation, Rapid Digital Prototyping & Applied Digital Marketing.

André Deloch has been a partner at HeidelbergCapital since 2012. He supports HeidelbergCapital in buyout transactions and financing models. Andre has many years of experience in portfolio management of majority and minority investments.



Program Coordination & Facilitation

- Prof. Alexandra Angress, alexandra.angress@th-ab.de (Academic Program Coordination)
- Carina Bläser, carina.blaeser@th-ab.de (Working across cultures & Teambuilding program)
- Ernst Schulten, ernst.schulten@th-ab.de (Onsite Social Program Coordination)



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Prof. Greg Gartner teaches graduate and undergraduate courses in management, strategy, and international business. He is a two-time Fulbright scholar and has taught at universities in Ukraine and Hungary and is specialized in Eastern European economic and business conditions.

His presentation will highlight opportunities of Innovation and Digitalisation.

Rolf Hünemann is lawyer at ReedSmith, Office Managing Partner of the Frankfurt office and a member of the European Corporate Group.



Prof. Dario Liberona is former CEO for Action Line Chile and Senior Vicepresident in various companies in Chile and the US, program chair of Learning Technologies for Education International Conference. His expertises are Entrepreneurship, Strategic Management, and Marketing Scholar. His research interest is in Circular Economy, Knowledge Management and Learning Technologies.

Prof. Dario Liberona will provide an input on Knowledge management and value creation - Finnish company cases.

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Prof. Keolebogile Shirley Motaung is a Biomedical Scientist and the Assistant Dean in charge of Postgraduate Studies, Research, Innovation and Engagement in the Faculty of Science at Durban University of Technology. She is the Founder and CEO of Global Health Biotech (PTY) LTD.

Her lecture will focus on turning scientific research into a commercial assets as Universities are the “engines” of innovation. This means that new ideas are expected to spin out from the university, be translated into commercial innovations and contribute to the socio-economic growth of the country. But how are the universities doing it? How is this measured?

Dr Klaus Schieble holds a doctorate in law and is one of the jurors appointed by Carsten Maschmeyer in the first season of his start-up show “Start Up! Who will be Germany’s best founder?” As Managing Director of the Seed + Speed Ventures investment company founded by Carsten Maschmeyer for his start-up investments, he brings great expertise to the show.




Meike Schumacher has been working in knowledge transfer projects at Aschaffenburg University of Applied Sciences since 2009. She is also the owner of a marketing and innovation agency. Since 2016 she has been coaching companies, organizations and students in the application of the Design Thinking method.

Her half-day course provides an overview of the Design Thinking method. Design thinking is a human-centered approach for creative problem solving. It brings together what is desirable from a human point of view with what is technologically feasible and economically viable. In this compact course you will get to know the method both theoretically and practically.

Onsite and Hybrid (Indicative) Program



22 May to 28 May 2022 at Aschaffenburg University of Applied Sciences, Germany

Our event is an on-site/hybrid program held CET on the campus at Aschaffenburg University of Applied Sciences, Germany. Content marked with the icon  is delivered both on-site and online.

Sunday 22 May 2022


Arrivals all day

Monday 23 May 2022

- **11:00 AM**
Official Welcome in the "Hocksaal" & Welcome Brunch & World Cafe on Campus
-  - **1:00 PM**
Kick-off and Teambuilding
-  - **3:00 PM**
Presentation by Prof. Boris Bauke (AUAS, Germany) - *Entrepreneurship as a Career Path*
- **7:30 PM**
Guided City Tour and Pub Crawl



Tuesday 24 May 2022

-  - **10:00 AM**
Presentation by Prof. Keolebogile Shirley Motaung (DUT, South-Africa) - *Commercialisation of University Research (Canvas Workshop)*
- **03:00 PM**
Tour to Miltenberg & Campus Miltenberg, including Faust-Brewery-Tour and "Faust-Schmaus" (Feast)
Free evening and time to discover Aschaffenburg or Miltenberg



Wednesday 25 May 2022

– 09:00 AM

Visit to Frankfurt/M. and European Central Bank (ECB) including a talk on the Euro/ECB at the ECB



– 02:00 PM

Presentation by Prof. Anne-Maria Aho & Prof. Dario Liberona (SeAMK, Finland) - *Knowledge management and value creation - Finnish company cases*



– 04:30 PM

Presentation by Meike Schumacher (AUAS, Germany) - *Design Thinking Method*



Free evening and time for shopping as shops will be closed on the next day due to a bank holiday.

Thursday 26 May 2022

(Ascension Day/Bank Holiday in Bavaria)



– 01:00 PM

Coaching and study for exams/presentations/assignments (Marcel Rother, AUAS, Germany)

– 05:00 PM

Hiking to Aschaffenburg Vineyard Urbani Godelsberg incl. wine tasting



Friday 27 May 2022



– 09:00 AM

Self-study and preparation for exams/presentations/assignments



– 01:00 PM

Exams/presentations/assignments (details will be provided separately)

– 06:00 PM

Farewell Ceremony & Barbecue on Campus



Saturday 28 May 2022

optional

Organised Tour to Heidelberg
(additional registration & fee)