Project Seminar
“Koenig & Bauer”

(12-M-APS, 12-M-PDBUS, 12-M-PIBST, 12-M-PMALE, or 12-M-PUGF, Master program, 10 ECTS, Winter 22/23, in German or English language)

Background
It is an elementary part of our Chair’s philosophy that our teaching spans university boundaries. This project is a unique opportunity to apply knowledge gathered in our classroom in a real-life scenario, a project together with Koenig & Bauer. Teams of students apply concepts, such as design thinking and lean start-up, to identify potential for business model innovation based on Koenig & Bauer’s core competency. Participants are required to actively participate in several sessions and further project work. The student teams will be coached by staff from Koenig & Bauer and the Chair of Entrepreneurship and Strategy alike.

Assessment
Essay (70%) – 8-10 A4 pages per student in a team. The essay will be a reflective work on the key learnings from the project, using a light body of previous literature.

Presentation (30%) – 10-15 minutes presentation plus Q&A

Actively participating in the project is a requirement for a successful competition of the module.

Schedule
26th June 2022: Application deadline
July 2022 (TBC): Introduction session
January 2023 (TBC): Presentation to Chair of Entrepreneurship & Strategy and Koenig & Bauer
15th March 2023 (11:55 pm): Submission of essays

Prerequisites
None

Language
German or English

Selection criteria
- Specialization on entrepreneurship, strategy, and/or innovation
- CV
How to apply
1. Email your CV and transcript directly to bw@uni-wuerzburg.de by the deadline, mentioning ‘Project seminar Koenig & Bauer’ in the subject.
2. Candidates will be prioritized according to their specialization in entrepreneurship, strategy, and/or innovation and their CV.
3. We will contact all accepted students via email with further information.

Module convenors and contact
Prof. Dr. Sascha Walter

Last change: 17th May 2022