



UNIVERSITÄT
HOHENHEIM

Seminar program

SEMINARS "ENTREPRENEURSHIP, INNOVATION & SUSTAINABILITY (EIS)" WINTER 26/27

Prof. Dr. Andreas Kuckertz, andreas.kuckertz@uni-hohenheim.de

SCHWERPUNKTSEMINAR: PRACTICE-INSPIRED ENTREPRENEURSHIP AND INNOVATION RESEARCH (570 C)

Prof. Dr. Andreas Kuckertz, Fabian Seeger, Entrepreneurship RG

Entrepreneurship and innovation are vibrant research fields providing insights into the most recent phenomena, such as social entrepreneurship and digital transformation. Entrepreneurs face multiple challenges in their quest to innovate and grow their ventures. However, while research might provide practical answers to such challenges, entrepreneurs rarely draw on academic research in their day-to-day business. In order to better connect entrepreneurship and innovation research with practitioners, we take care of those questions that really matter to entrepreneurs. One approach to achieve this goal are so-called structured literature reviews (SLRs) (Tranfield et al., 2003). Participants in this class will conduct SLRs based on real challenges of entrepreneurs. Since SLRs are a promising starting point for a thesis, the seminar provides additional benefits for those students who want to collect tools for their upcoming master's thesis.

- Questions will be based on inputs from actual entrepreneurs during the kick-off meeting
- We will conduct the seminar in English
- The seminar can be credited as “Master Seminar in Innovation Management and Economics” and as “Schwerpunktseminar Entrepreneurship”
- Contact: Fabian Seeger (fabian.seeger@uni-hohenheim.de)

SCHWERPUNKTSEMINAR: STARTUP GARAGE INTENSIVE (570 C)

Prof. Dr. Andreas Kuckertz, Dr. Maximilian Scheu, Entrepreneurship RG

The easiest way to find out if entrepreneurship is for you is trying it out. If you've ever wondered about the skills entrepreneurs have, and how it feels to think and act like one, our seminar "Startup Garage Intensive" offers a protected and guided space to experience it. You don't need to have an idea at hand. We firmly believe that every person can add value to an entrepreneurial endeavour. In this seminar, you'll go through the basics of the entrepreneurial process—from discovering an opportunity to turning it into a tangible solution, building a business model around it, and preparing to pitch your startup concept to a jury. Each session will address one step of the entrepreneurial process and consists of a lecture on core concepts, which you will then interactively apply to your idea. You'll receive guidance and support from experienced mentors. Just like in entrepreneurship, your results will depend on your efforts, and there are no shortcuts.

- We expect entrepreneurial motivation and a hands-on mentality.
- This seminar stretches over three intensive Sprint sessions and your own progress between the sessions.
- The grade is based on "entrepreneurial spirit", a 6-pager about the idea, and the final pitch.
- The seminar can be credited as "Master Seminar in Innovation Management and Economics" and as "Schwerpunktseminar Entrepreneurship"
- Contact: Dr. Maximilian Scheu (maximilian.scheu@uni-hohenheim.de)

SCHWERPUNKTSEMINAR: UNDERSTANDING AI CAPABILITIES AND THEIR ROLE FOR INNOVATION MANAGEMENT (570 F)

PD Dr. Djerdj Horvat

Contemporary research posits that AI enables organizations to generate new knowledge by synthesizing various data sources to uncover hidden insights and emerging patterns. Additionally, AI applications can exploit existing data to develop novel services, products, process improvements, and business models. The growing interest in AI has sparked enthusiasm regarding its impact on knowledge creation and exploitation within organizations fostering innovation, sustainability and resilience. This Master Seminar in Innovation Management focuses on AI capabilities, defined as a firm's ability to select, orchestrate, and leverage its AI-specific resources.

The aim of the seminar is (i) to understand the concept of AI capability and its foundation in resource-based view theory, (ii) to explore organizational resources and routines as fundamental building blocks of AI capabilities, and (iii) to examine the role of AI capabilities in fostering organizational learning, innovation, sustainability, and resilience in companies. Please find [here](#) a list of suggested topics and further information.

- We will conduct the seminar in English
- The seminar can be credited as "Master Seminar in Innovation Management and Economics"
- Contact: Djerdj Horvat (djerdj.horvat@uni-hohenheim.de)

SCHWERPUNKTSEMINAR: EMPIRISCHE ARBEITS- UND ORGANISATIONSFORSCHUNG (560 F)

Prof. Dr. Caroline Ruiner, Dr. Ronny Ehlen, Mona Bardmann

Das Seminar behandelt die empirische Erforschung von Arbeit und Organisationen aus einer soziologischen Perspektive. Aufbauend auf der Vermittlung und Diskussion einschlägiger Theorien und Konzepte der Arbeits- und Organisationsforschung entwickeln die Studierenden eine eigene Forschungsfrage und verfolgen diese empirisch auf Basis qualitativer Methoden. Sie erwerben Kompetenzen in der Auswahl und Eingrenzung von Forschungsthemen, der Recherche einschlägiger Fachliteratur, der Herstellung theoretischer Bezüge sowie im Aufbau kohärenter wissenschaftlicher Argumentationen. Darüber hinaus gewinnen die Studierenden Erfahrung in der Anwendung qualitativer Erhebungs- und Auswertungsmethoden der empirischen Sozialforschung. Dadurch werden sie befähigt, empirische Forschung kritisch nachzuvollziehen sowie eigene Forschungsarbeiten methodisch reflektiert zu konzipieren und schriftlich auszuarbeiten.

- **Seminarleistung: Seminararbeit (12-15 Seiten/Person) und aktive, regelmäßige Teilnahme an den Veranstaltungen.**
- **Das Seminar kann angerechnet werden als "Master Seminar in Innovation Management and Economics" sowie als "Schwerpunktseminar Entrepreneurship"**
- **Ansprechpartner/in: Dr. Ronny Ehlen (ronny.ehlen@uni-hohenheim.de) und Mona Bardmann (mona.bardmann@uni-hohenheim.de)**

SCHWERPUNKTSEMINAR: THE ART OF BEING AN INNOVATOR (570 F)

Prof. Dr. Bernd Ebersberger

Have you ever felt like an innovator? How does it feel to be an innovator? What experiences do innovators have? What competences do they have, or what competences do they have to have?

We are trying to replicate some of these emotions and experiences through artistic interventions. Doing so will build entrepreneurial and innovators' competencies along the way. With curated artistic interventions, we improve the competences required to be an innovator. Because having felt like an innovator will make you a better innovation manager. With 'artistic intervention', Prof. Ebersberger means that you will draw, paint, cut and glue, model, write, and possibly do much more. Participation in the seminar does not require any prior experience in drawing, painting, or other artistic activities. However, an open mind and a willingness to explore new approaches are essential. You will need something to take notes with, but there's no need to bring any special materials as Prof. Ebersberger will provide them. Each session will be interactive, with Prof. Ebersberger outlining the competences required by an entrepreneur / innovator and providing references to the relevant literature. We will then delve into an artistic intervention offering unique experiences to help you develop these competences.

→ We will conduct the seminar in English

→ The seminar can be credited as "Master Seminar in Innovation Management and Economics"

→ Contact: Prof. Dr. Bernd Ebersberger (bernd.ebersberger@uni-hohenheim.de)

→ Please note capacity is very limited, please directly apply on the website for the Chair in Innovation Management!



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THANK YOU!

Prof. Dr. Andreas Kuckertz, andreas.kuckertz@uni-hohenheim.de