

*Are you looking for a master thesis with high impact?*

*Are you interested participating in an innovation project beyond your current employer?*

*Are you on the hunt for fresh minds and young talents?*

**IF YOU ANSWER THESE QUESTIONS WITH “YES”, CHECK OUT THE**

## **Master Thesis Opportunity “Corporate meets Innovation”**

### **WHAT IS IT?**

“Corporate meets Innovation” is a new program hosted jointly by WU Vienna’s *Executive Academy* and the *Institute for Entrepreneurship and Innovation*.

The idea behind the program is simple: We assign MBA students a bachelor/master student team that works on a real-world innovation management project with an external partner firm (ranging from research organizations like CERN to multinationals like Magna and tech-driven startups, see [here](#).) The role of the bachelor/master student team is to generate innovative solutions for the partner. The role of the MBA student is to lead and support this team. Combining both, the resources of the teams and the experience, networks, and know-how of the MBA students, the “Corporate meets Innovation” program delivers benefits to all parties involved.

The benefits for MBA students are:

- Writing a thesis (on the basis of a real-life project) with high practical relevance
- Getting in contact with young and motivated entrepreneurial minds and talents
- Involvement in an real-life innovation project outside one's own firm
- Getting a systematic insight into state-of-the-art innovation methods and approaches

The bachelor and master students...

- get support in their consulting projects by distinguished and experienced mentors
- get to know interesting corporations
- increase their personal networks

The project partners ...

- get truly novel solutions to their most urging problems

## **SO HOW DOES IT WORK?**

The program is offered each semester. MBA students who participate are asked to commit themselves to the collaboration for a whole semester. Their role is the one of a mentor: They are expected to advise the student consulting teams and support them by bringing in their (industry) specific know-how and experiences, their contacts and networks, as well as ideas and feedback.

In return, the MBA students will be supervised and supported by Prof. Keinz (Deputy head of the Institute for Entrepreneurship and Innovation) in planning and writing their theses. The thesis shall be related to the innovation project and may deliver additional value to the project, e.g. by

- investigating a specific topic in more detail,
- generating additional insights, and/or
- establishing a theoretical basis for the startup's action plan.

## **WHAT ARE THE NEXT STEPS THEN?**

If you are interested in participation, please contact the head of the program, Assoc. Prof. Dr. Peter Keinz ([peter.keinz@wu.ac.at](mailto:peter.keinz@wu.ac.at)). Deadlines for enrollment are September 1 (for the winter term) and February 1 (for the summer term).

After you have indicated your interest in the program, you will be contacted by Prof. Keinz to start the actual matching process. Based on your personal interests and preferences for industries and/or technologies, you will get assigned a specific student consulting team as your mentee. At this point, you will also be provided with the administrative details and the detailed schedule for the semester.

In case of any questions, please refer to [peter.keinz@wu.ac.at](mailto:peter.keinz@wu.ac.at).