

MAN 695 Project Course Innovation Management



Contents:

- Address **current issues** in **innovation** management and gain insights into **real-life business challenges**
- Take on the **role of consultants** to help a company tackle a specific innovation management challenge
- **Collaboratively** solve a real-life problem in teams of 3-4 students and present solutions at the end of the course
- Profit from the expertise of an **experienced consultancy** to enhance your **problem-solving and presentation skills**

Project 2020:

- **Project case**



**Effects of the Corona crisis:
opportunities and risks for business
development in the
telecommunications market**

- **Consulting partner**

Arthur D Little

Arthur D. Little has been at the forefront of innovation since 1886. We are an acknowledged thought leader in linking strategy, innovation and transformation in technology-intensive and converging industries.” (Source ADL)

Application:

Formal application, including:

- Motivation letter (1 page)
- CV (1-2 pages)
- Certificate of general qualification for university entrance (Abitur)
- Bachelor certificate
- Current transcript of records

Please submit your application

(including student ID) to:

orga@bwl.uni-mannheim.de

→ **Application deadline:**

30.09.2020 (noon)

Announcement of approval: Sent via e-mail latest by 02.10.2020

Schedule

Kick-off:

09.10.2020, 09:30-12:30

Feedback: two intermediate sessions
30.10.2020 & 20.11.2020 , 09:30-11:00

Final presentation:

04.12.2020, 09:30-12:30