Master in Entrepreneurship and Innovation

Professional Master
In November 2015, five Master programmes offered by the Faculty of Law, Economics and Finance were accredited by FIBAA, an internationally-recognised agency for quality assurance and quality development in higher education. The following programme has been accredited for a period of five years.
The Master in Entrepreneurship and Innovation is the result of the partnership set up between the University of Luxembourg and the Chamber of Commerce. The goal pursued is to build bridges between the academic world and business.

In today’s global and increasingly competitive economy, innovation is a key driver of productivity. Entrepreneurs and managers need to understand the power of innovation and how it translates into new products, processes and services. The Master in Entrepreneurship and Innovation provides the tools necessary for the transition towards and efficient knowledge-driven economy, which is a key objective of the European Union and Luxembourg.

The first ten years of this Master’s degree have been a great success, which is a precious indication for future applicants, to whom I wish good luck.

No one knows the future… but some will invent it!

The Master in Entrepreneurship and Innovation aims to provide students with the necessary innovative and management skills that will prepare them to deal with the current and future challenges of the global economy. Through an interactive pedagogy, closely linked to the Luxemburgish ecosystem, students can find a great infrastructure that will boost their innovative ideas and entrepreneurial intentions.

Through the unique relationship which the University of Luxembourg has forged with the Chamber of Commerce, the Master in Entrepreneurship and Innovation opens a wealth of opportunities to students that include creating a business, being part of local incubator start-ups, or finding other exciting employment opportunities.

It is time to invent your future!
The Master in Entrepreneurship and Innovation provides students with the knowledge and skills required to generate ideas and entrepreneurial solutions, bridging the gap between ‘what is’ in the present and ‘what should be’ in the future.

With entrepreneurship and innovation activities increasingly important for societies and economies worldwide, the programme balances theory and practical know-how, drawing on concepts and knowledge from different disciplines, and integrating these concepts with the experience of daily business practice.

The programme is a two-year full-time Master’s degree targeted at successful undergraduates, graduates and young professionals who want to:

- Become entrepreneurs or join a start-up
- Work as consultants or mentors in entrepreneurship, for example at business incubators and accelerators
- Pursue a career in the corporate or public sector, for example in innovation and small business management
- Generate new ideas, manage and develop new products or services

Eligible applicants must:

- Hold minimum a 3-year Bachelor’s degree or equivalent amounting to 180 ECTS
- Demonstrate entrepreneurial motivation in their application
- Be capable of following a degree programme taught fully in English

As a student of the Master in Entrepreneurship and Innovation you will:

- Acquire entrepreneurial and innovative knowledge
- Develop management and leadership skills
- Learn how to successfully start a business
- Get exposure to the Luxembourg entrepreneurship ecosystem, including internship and job opportunities
- Join a young, dynamic university with an international student body and teaching staff
The programme is based on a two-year structure and is divided into blocks, designed to cover foundational theoretical issues and frameworks as well as the technical and practical aspects of starting a new venture, whether a social business or corporate venture.

YEAR 1
» Critically assess and expand entrepreneurial and innovative skills
» Recognise, analyse and offer solutions to innovation and entrepreneurial challenges, using conceptual tools and theoretical frameworks
» Evaluate the components of a business plan and assess different business and financial models, as well as constructing a detailed financial and marketing plan
» Convey ideas, express creativity and synthesise thinking and knowledge through group and project work
» Acquire skills and knowledge to access resources and networks in Luxembourg to start a new venture or innovation project

YEAR 2
» Critically review literature and apply theory to practice
» Identify different styles and theories of leadership, advance own skills and leadership style
» Review how owner managers strategically grow, innovate, harvest and exit their business through management process skills
» Acquire inter-organisational skills, learn how to access and negotiate resources, and navigate entrepreneurship and innovation ecosystems and networks
» Develop creative ideas and transform them into marketable goods and/or services through innovation skills
» Enhance research skills to evaluate research methodologies to select and justify research designs

STUDY ABROAD OPTION
In semester three, students have the option to study relevant courses at a partner university abroad to experience a different, international environment.

All courses strive to strike a balance between theory and practice, for example by using business cases, inviting business owners and entrepreneurs as speakers, or visiting incubators, the Chamber of Commerce and companies. Our approach is participative and interactive and we strongly encourage our students to engage with professionals from the local business community.

During the second year, greater emphasis is placed on reflective discussions about organisational practices and the meaning/implications of, for example, entrepreneurship for society and the role of innovation in the wider economy. The aim is to stretch students to think critically about these processes rather than merely taking them for granted as accepted ways of thinking or organising.
**THE PROGRAMME ARCHITECTURE**

All courses are taught in English.

### MASTER IN ENTREPRENEURSHIP & INNOVATION / ACADEMIC YEAR 2017 / 2018

<table>
<thead>
<tr>
<th>COURSE NAME</th>
<th>LECTURE (hours)</th>
<th>CONTACT (hours)</th>
<th>SELF-STUDY WORKLOAD (hours)</th>
<th>TOTAL WORKLOAD (hours)</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Entrepreneurship &amp; Professional Skills</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entrepreneurial Game</td>
<td>41</td>
<td>31</td>
<td>50</td>
<td>81</td>
<td>3</td>
</tr>
<tr>
<td>Entrepreneurial Business Models, Processes and Planning</td>
<td>48</td>
<td>36</td>
<td>72</td>
<td>108</td>
<td>4</td>
</tr>
<tr>
<td>Entrepreneurial Cultures &amp; Behaviour</td>
<td>24</td>
<td>18</td>
<td>63</td>
<td>81</td>
<td>3</td>
</tr>
<tr>
<td><strong>Entrepreneurial Marketing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Franchising in a Global Environment</td>
<td>24</td>
<td>18</td>
<td>36</td>
<td>54</td>
<td>2</td>
</tr>
<tr>
<td>Marketing for Start-ups</td>
<td>48</td>
<td>36</td>
<td>72</td>
<td>108</td>
<td>4</td>
</tr>
<tr>
<td><strong>Innovation Management</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Product Development/Design</td>
<td>24</td>
<td>18</td>
<td>36</td>
<td>54</td>
<td>2</td>
</tr>
<tr>
<td>Patents/Intellectual Property</td>
<td>32</td>
<td>24</td>
<td>30</td>
<td>54</td>
<td>2</td>
</tr>
<tr>
<td>Introduction to Innovation</td>
<td>24</td>
<td>18</td>
<td>3</td>
<td>27</td>
<td>1</td>
</tr>
<tr>
<td><strong>Financing Issues for New Ventures</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial Accounting for Entrepreneurs</td>
<td>40</td>
<td>30</td>
<td>51</td>
<td>81</td>
<td>3</td>
</tr>
<tr>
<td>Financing Entrepreneurial Ventures (1)</td>
<td>32</td>
<td>24</td>
<td>57</td>
<td>81</td>
<td>3</td>
</tr>
<tr>
<td>Financing Entrepreneurial Ventures (2)</td>
<td>48</td>
<td>36</td>
<td>45</td>
<td>81</td>
<td>3</td>
</tr>
<tr>
<td><strong>TOTAL Sem. 1</strong></td>
<td>385</td>
<td>289</td>
<td>515</td>
<td>810</td>
<td>30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COURSE NAME</th>
<th>LECTURE (hours)</th>
<th>CONTACT (hours)</th>
<th>SELF-STUDY WORKLOAD (hours)</th>
<th>TOTAL WORKLOAD (hours)</th>
<th>ECTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Entrepreneurship &amp; Professional Skills</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Entrepreneurial Business Models, Processes and Planning</td>
<td>32</td>
<td>24</td>
<td>84</td>
<td>108</td>
<td>4</td>
</tr>
<tr>
<td>Start-up Project Work and Internship</td>
<td>56</td>
<td>42</td>
<td>147</td>
<td>189</td>
<td>7</td>
</tr>
<tr>
<td>Taxation Issues for Business Start-up</td>
<td>8</td>
<td>6</td>
<td>19</td>
<td>27</td>
<td>1</td>
</tr>
<tr>
<td>The Art of Negotiation</td>
<td>40</td>
<td>30</td>
<td>51</td>
<td>81</td>
<td>3</td>
</tr>
<tr>
<td><strong>Entrepreneurial Marketing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branding, Corporate Image and Identity</td>
<td>24</td>
<td>18</td>
<td>36</td>
<td>54</td>
<td>2</td>
</tr>
<tr>
<td>Import and Export in a Global Market</td>
<td>16</td>
<td>12</td>
<td>42</td>
<td>54</td>
<td>2</td>
</tr>
<tr>
<td>Market Research</td>
<td>24</td>
<td>18</td>
<td>63</td>
<td>81</td>
<td>3</td>
</tr>
<tr>
<td>Advanced Excel</td>
<td>8</td>
<td>6</td>
<td>19</td>
<td>27</td>
<td>1</td>
</tr>
<tr>
<td><strong>Innovation Management</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Management of Innovation</td>
<td>40</td>
<td>30</td>
<td>105</td>
<td>135</td>
<td>5</td>
</tr>
<tr>
<td>Service Innovation</td>
<td>24</td>
<td>18</td>
<td>36</td>
<td>54</td>
<td>2</td>
</tr>
<tr>
<td><strong>TOTAL Sem. 2</strong></td>
<td>272</td>
<td>204</td>
<td>602</td>
<td>810</td>
<td>30</td>
</tr>
</tbody>
</table>
Please note that this programme overview might be subject to changes upon decision of the Study Director.
As a U.S. Fulbright Student, I arrived at the University of Luxembourg eager to begin my Master in Entrepreneurship and Innovation (MEI). While I expected a fantastic experience, I did not realise how the study programme would be life changing for me. The programme afforded me the opportunity to further develop my problem solving, critical thinking and communication skills through lectures and team-based learning led by world-renowned faculty. Additionally, the programme’s diversity allowed me to gain a much greater acceptance, appreciation and understanding of other cultures. It is this respect for others and knowledge that a compromise can be reached between those who think very differently that I will carry for the rest of my life. As the world becomes ever more connected, these skills and experiences I derived from the MEI programme will allow me to be a step ahead of my peers throughout my career.

David Bernstein,
Class of 2013-2014

I chose the Master in Entrepreneurship and Innovation as I wanted to update my knowledge in this field, set up a network in Luxembourg and move forward on my business idea. The programme delivered on all these aspects. Lecturers with professional experience gave meaningful insights on strategy, on setting up and running a business, on personal development and how to network. The international environment of the programme allowed me to broaden my horizon and look at entrepreneurial challenges from a different perspective. There was a lot of creativity in the group and great support from the teaching staff. We visited incubators in Luxembourg and I met business executives encouraging of my project. Even with an MBA and 25 years of professional experience under my belt, the MEI was a worthwhile experience that turned out to be decisive in the process of founding my own business.

Edouard Semin,
Class of 2016-2017
After completing a Bachelor of Science in business and working for an online marketing agency for several years, I decided that I wanted to continue my studies. I was very interested in the challenges faced by small and medium-sized enterprises and had already studied aspects of innovation during my undergraduate programme. The MEI was a perfect fit, blending theory and practice, covering topics such as management, finance and entrepreneurship. The courses were extremely relevant for my current role at an accelerator based in Luxembourg. I am able to better understand financial challenges from the perspective of current and future clients. Courses in negotiation gave me the confidence not to fold under pressure and formulate strategies for different business situations. The MEI was also an excellent networking opportunity and the friendships formed in our group will hopefully last a lifetime. The personal and professional growth I experienced during the MEI has been unrivalled.

Sarah Liesenfeld,  
Class of 2014-2015

The Master in Entrepreneurship and Innovation covered a large variety of subjects providing interesting knowledge about the topic of entrepreneurship. The courses were taught in English and were a good compromise between the practical and theoretical perspective. Different meetings with entrepreneurs and incubators completed the classes. The internships were possibilities to put into practice the acquired knowledge. They were also opportunities to meet people who made the step towards independence and to learn from their experience. What I also really appreciated was the international environment in which I evolved as my classmates came from different places all around the globe.

Lisa Obringer  
Class of 2016-2017
Globally, our graduates find employment in areas of innovation management/small business management, start-ups, entrepreneurial contexts or corporate contexts and the public sector. Employers include:

- Arcelor Mittal
- BGL BNP Paribas
- BIL
- Bofferding
- Cargolux
- Cash-and-Go
- Chambre Immobilière du Grand-Duché du Luxembourg
- Deloitte
- EPC
- Epuramat
- European Investment Bank
- European Investment Fund
- Events & More
- EY
- Goeres Group
- IEE
- Imatec
- Integrated Biobank of Luxembourg
- IUEOA
- Jamendo
- Luxembourg Institute of Science and Technology
- Luxinnovation
- MACH
- Mangrove
- Millicom
- Nokia
- Paul Wurth
- PwC
- RBC
- Siemens
- Santec
- Schwartz & Co
- UBS
- VITIS Life
- Viva International
- Vodafone
- Volvo Construction Equipment
In 2014, the University of Luxembourg and the Luxembourg Chamber of Commerce signed a privileged partnership programme cementing a collaboration that began with the launch of the Master in Entrepreneurship and Innovation in 2007.

The partnership aims at developing business education at the University of Luxembourg through research and development, educational programmes, knowledge transfer and exchange, as well as by facilitating internships. The Chamber of Commerce and the Faculty of Law, Economics and Finance are both committed to enhancing the student experience, supporting academic and professional exchange as well as research and teaching in business education, specifically in the areas of entrepreneurship and innovation, business administration and all topics pertaining to Luxembourg’s economic competitiveness.

Within the framework of the partnership, the Chamber of Commerce provides support as well as advice to the students of the Master in Entrepreneurship and Innovation through its entrepreneurial networks and the key expertise of the House of Entrepreneurship, the one-stop shop dedicated to entrepreneurship. The collaboration includes different pillars. More specifically:

- delivering a lecture in order to familiarise the students with the entrepreneurial ecosystem in Luxembourg
- the coaching of MEI students in setting up their business plan in the context of their study project
- the organisation of company and incubator visits in order to bring students into contact with local entrepreneurs
- arranging guest speakers from the Chamber’s network to present on a selection of topics
- a general assistance with regard to internships as well as doctoral programmes.

The Luxembourg Chamber of Commerce was first founded in 1841 to represent and defend the interests of its members. The partnership with the University of Luxembourg aligns with the Chamber’s operational missions, which include promoting entrepreneurial spirit and business development as well as fostering an educational and training system aligned with the needs of businesses and market reality.

“The partnership between the University of Luxembourg and the Chamber of Commerce is a key project. Indeed, the association of the academic and business domains in this context constitutes a pertinent and strong model, which draws together each partners’ strengths in order to provide young graduates not only with the best chances to enter into the job market, but also to thrive in their professional careers as well as to contribute to business creation and generation in Luxembourg.”

Michel Wurth,
President of the Chamber of Commerce
The House of Entrepreneurship – one-stop shop is the national single point of contact and “physical” centre for businesses and project owners who are confronted with questions on any aspect of business life. Providing a consolidated offer of services and bringing together key players involved in the process of business creation in Luxembourg, the one-stop shop is also a first rate partner for exports, tracking and securing of commercial exchanges.

The platform is geared towards entrepreneurs who wish to realise their start-up or takeover project, from putting together the paperwork to assisting with the permit application procedure and, for existing businesses, assisting with various administrative procedures or addressing specific issues.

The main services available free of charge include:

- personalised advice and support in terms of business creation and application process for business permit,
- group counselling sessions regarding business creation in Luxembourg,
- advice in terms of business takeover and matchmaking between buyers and sellers,
- advice in terms of subsidies, public/private financing and bank guarantees,
- networking with on-site partners (incubators, accelerators, public administrations...),
- access to ongoing events relating to business life and key entrepreneurial topics,
- access to dedicated support measures and schemes (Viability Center, Luxembourg Business Angel Network, Mutualité de Cautionnement et d’Aide au Commerçants, BusinessTransfer, BusinessScan, SoftLanding platform...)

Besides, entrepreneurs can also be provided with useful information and advice on commercial, social and legal matters (e.g. corporate and business law, contract law, VAT application, taxation...) and receive support while developing impact- and creativity-driven projects.

www.houseofentrepreneurship.lu
info@houseofentrepreneurship.lu
Opening hours – Monday to Friday from 08.30 - 18.00

Initiated by CHAMBRE de COMMERCe LUXEMBOURG and THE GOVERNMENT OF THE GRAND DUCY OF LUXEMBOURG
STAY CONNECTED! GET INVOLVED! GIVE BACK!

Completing your studies does not mean your connection with the University of Luxembourg has to stop too. You can join a growing alumni network upon graduation, keep in touch and gain access to our offer of alumni benefits.

ANNUAL NETWORKING EVENT

By signing up to the Faculty of Law, Economics and Finance’s alumni network, you will receive an invitation to our annual networking reception. This event brings together our private and public sector partners with current students and graduates. The event will also be a chance to catch up with your former professors.

LINKEDIN GROUP

Alumni can sign up to the Faculty’s alumni group on LinkedIn – “University of Luxembourg Alumni – FDEF” – for professional networking and to receive updates about news, events and job opportunities.

RESOURCES

As a graduate, you have access to library resources as well as conferences and events hosted by the Faculty and the University. You can also sign up to assist us in promoting our programmes, for example during the University’s Open Day.

For more information about our alumni services, please contact fdef-alumni@uni.lu

Web: wwwen.uni.lu/fdef/alumni
or
wwwen.uni.lu/alumni
THE UNIVERSITY OF LUXEMBOURG
AT A GLANCE

Founded in 2003, the University of Luxembourg is the first and only public university of the Grand Duchy of Luxembourg. Multilingual, international and research-oriented, it is also a modern institution with a personal touch. At the University of Luxembourg, students and staff come from all over the world. You will study together with people from over 110 different countries.

THE UNIVERSITY IN NUMBERS*

Ranked 179th in the Times Higher Education (THE) World University Rankings 2017-2018
Ranked 11th in the Times Higher Education (THE) Young University Rankings 2017

6,200 students
- 3,000 Bachelor students
- 1,500 Master students
- 1,000 other students
- 640 PhD students
- incl. 3,200 international students

113 nationalities (students)

1,700 employees
250 professors, associate professors and senior lecturers
850 adjunct teaching staff

54 degree programmes
11 research units
3 faculties
3 interdisciplinary centres

* September 2017
SERVICES FOR STUDENTS

Student accommodation
The University provides accommodation in different areas of Luxembourg City, Esch-sur-Alzette, Walferdange, Noertzange, and Belval. The rooms at the halls of residence are single furnished rooms with an average size of 14 m².

seve.logement@uni.lu

Sports, arts and culture
“Espace Cultures” organises and coordinates a broad range of cultural events at the University. If you are interested in cultural activities, you can join the University Choir, the University Chamber Music Ensemble, the theatre group “Edudrame” or the creative dance group “Dance Cluster”. “Espace Cultures” offers European and transatlantic project collaborations, concerts, guided sightseeing tours, study trips and exhibitions. You can even get free entrance for a number of cultural events.

“Campus Art” invites you to discover your own creativity. During the art workshops, you can explore different painting techniques, experimenting with light projections or create your own art works out of clay. There are no limits to your imagination!

“Campus Sports” organises a broad range of sport activities for students: you can take fitness classes, play football, work out at the gym, do some indoor climbing or yoga. The University of Luxembourg also has its own football team.

The “Office of Student Life” organises numerous activities and offers students to get active in designing student life at the University of Luxembourg. It also supports a growing number of student associations and club.

Language courses
Multilingual teaching is a key asset of our University. The majority of our degrees are taught in at least two languages. To help you prepare, the University offers language courses in Luxembourgish, German, French and English at the start of each winter semester.

LUXEMBOURG AT A GLANCE
» Official name: Grand Duchy of Luxembourg
» Official languages: Luxembourgish, French and German
» Form of government: Constitutional monarchy under the system of parliamentary democracy
» Capital: Luxembourg City
» Territory: 2,586 sq. km
» Total population: 590,667 (as of 1 January 2017, source: STATEC)
» Foreign residents: 47.7 percent (as of 1 January 2017, source: STATEC)
» Largest foreign communities: Portuguese, French, Italian, Belgian, German
» Currency: Euro
» Number of banks: 141 (as of 31 July 2017, source: CSSF)
» Number of companies: 32,635 (as of January 2016, source: STATEC)
LIFE IN LUXEMBOURG
Five reasons to study in the Grand Duchy of Luxembourg

A European crossroad:
›› situated between France, Belgium and Germany
›› one of the European Union’s capitals
›› home to a number of European Institutions

A multicultural and trilingual country:
›› around 590,000 inhabitants
›› great population diversity with nearly 48 percent foreigners from about 170 countries
›› official languages. Luxembourgish, French, German

An attractive employment market:
›› an international financial centre
›› a modern economy with global industrial companies and international enterprises

A great offer of culture, leisure and sports:
›› a variety of theatre plays in different languages, music, cinema, museums, festivals, events
›› numerous outdoor sports opportunities like mountain bike trails, hiking, rock climbing, sailing, water skiing, etc. as well as indoor facilities such as aquatic centres
›› many cafés, bars, clubs, pubs and discos, mainly located in Luxembourg City’s Hollerich area, the old city centre and the Rives de Clausen as well as around the University campus in Belval

Luxembourg’s tourist charm:
›› a picturesque historic city - UNESCO World heritage site
›› “Luxembourg’s Little Switzerland”
›› the Ardennes castles
›› the Moselle Valley.

COME AND VISIT US!
The University of Luxembourg each spring organises its annual Open Day where you can meet students and staff. You can take a campus tour or visit one of our many information sessions on our degrees which take place throughout the day.

Visit our website www.uni.lu for detailed information.
Interested candidates should follow the University of Luxembourg’s standard online application process as well as submitting a motivation letter outlining their entrepreneurial motivation and intentions. For more information about admissions, visit http://mei.uni.lu

Minimum 3-year Bachelor’s degree or equivalent amounting to 180 ECTS to enter into the first year. Option to enter into the second year directly following completion of 240 ECTS (4-year Bachelor’s degree or 3-year Bachelor’s degree plus 1-year Master in business or management-related field). Candidates having completed 3-year Bachelor’s degree and three years of work experience in a business/organisational setting can also apply for this option. At least 60 ECTS need to have been earned in courses related to finance, marketing, entrepreneurship, innovation, project management or related topics.

For candidates who did not previously complete a degree at an English-speaking university, proof of proficiency in English is required (test scores should be no more than two years old):

- TOEFL: minimum score of 600 on paper-based test, 250 on computer-based test, 100 on internet-based test with no less than 20 on each of the four test components
- PTE: minimum score of 70
- IELTS: minimum score of 6.5 with no less than 6 on each band score

Year 1: 5,000 € - Year 2: 3,000 €

In semester three, students have the option to study abroad during which they can take relevant courses at partner institutions in different international environments.
To apply, go to www.uni.lu and click the application & re-registration button.