

HEC Paris x TUM

Summer School Entrepreneurship & Digital Innovation

WHAT YOU WILL LEARN

- Understand the digital revolution and why it promotes start-up entrepreneurship
- Assimilate the fundamentals of the entrepreneurial approach and its mindset
- Understand the successive steps of any entrepreneurial project: market, ideation, resolution of a user problem etc.
- Understand digital technology and innovation, digital transformation in industry and challenges of digital projects
- Identify and use qualitative and quantitative tools to support business analysis

GENERAL INFORMATION

Certificate:

All participants will receive an issued Certificate by both TUM and HEC Paris upon successful completion. For students, completion leads to the award of 5 ECTS credits.

Assessment:

Participants will be evaluated based on groupwork exercises and case study pitches.

Program fee:

€ 3,500 (for full-time students: B.A., M.A. or PhD)

€ 4,200 (for young professionals)

Further Info: [TUM School of Management](#) & [HEC Paris](#)

DATE

June 29th – July 10th 2026
Infosession: Tuesday, March 3, 2026, 12:30 PM to 1:30 PM

LOCATION

**TUM Campus Heilbronn:
Bildungscampus 2**

LANGUAGE

English

APPLY HERE

hecsummerschool.gomovein.com



Célia Lecorgne

HEC x TUM Summer Student Story

“ Growing up in France, HEC was always a benchmark of excellence, and the idea of combining its global management perspective with TUM’s technical expertise was the perfect fit for where I want to grow. ”



Overview

Digital innovation is disrupting our way of life, our social relations, and the economy at an ever-increasing pace. It is now at the heart of the dynamics of business creation and industry transformation.

Digital tools are transforming the way a business project is developed. The phases of understanding the market, identifying user problems, ideation, testing a new offer, iteration and launch have been profoundly modified thanks to the new creation methods and digital tools now available.

Content

During the first week taught by TUM faculty (Technische Universität München), we will discuss cases of digital transformation and technological innovation to industries such as healthcare or retail. Participants will work in groups to find solutions to challenges in digital transformation proposed by business managers.

During the second week taught by HEC Paris faculty, participants will discover the fundamentals of digital entrepreneurship, ranging from the skills needed, methods applied, and tools used, to move from an idea to a startup project. The dynamic learning approach includes a learning-by-doing pedagogy with a conceptual contribution, thanks to class sessions with inspiring examples shared through testimonies and team workshops.

The "Entrepreneurship and Digital Innovation" Program is designed for participants who have:

- A curiosity for new business models
- An aspiration to work in a group to imagine the value proposition of a digital project
- The desire to experiment and challenge themselves.

The objective of this program is to immerse participants in two dimensions of digital innovation: start-up entrepreneurship and industrial transformation.

PROGRAM MANAGER & CONTACT

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