

EXIST IV start-up university: 'Campus Entrepreneurship' strategy concept Phase B

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Summary: Searching for further knowledge and dealing with innovation are part of everyday life for start-ups and scientists. A start-up culture also requires these findings to be examined and documented scientifically, and must therefore be an important element of "campus entrepreneurship".

Research allows us to develop our teaching, services, instruments and measures further in a targeted manner. At the same time, our research activities are important to us, because of the close dovetailing with operational start-up support, and with our partners. We are exploring the following priorities at the Entrepreneurship Center:

- High-tech Entrepreneurship
- Regional Entrepreneurship
- Start-up Personality – VaMoS: Values, Motives & Skills for EXIST
- Entrepreneurship 2.0 – Start a business better and faster, with "Fast Entrepreneurship"
- Succession within Trades

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Research area: Social Perspectives of Change

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