

AI-enabled entrepreneurship: An opportunity to actively practice using video & AI-tools for your own idea!

Chair of International Management & Social Entrepreneurship offers new course in the upcoming summer semester.
39769: Crowdfunding, Crowd Campaign Management, and Purpose: Navigating Customer Dreams, Social Links, and Sustainability



Content

Develop your own crowdfunding idea for either a social / sustainable non-profit foundation or a for-profit consumer product with focus on culture & arts, lifestyle & fashion, or sustainability or social impact.

Goal

Learn to turn your idea via a crowd-campaign plan, a viable crowdfunding business plan, video-making, and AI-enabled text/visuals into reality.

Dates

21. & 22.04.2023 (Kick-Off), 07.06.2023 (Mid-term presentation), 27.06.2023 (Final presentation)

Special Features

The course is AI-enabled and flanked via impulses of experts from practice.

Study Courses

Aimed at students of M.Sc. Business Administration, M.A. Communication in Digital Societies, M.A. International Cultural and Business Studies, and M.Sc. International Economics and Business.

Application

Please, send a short motivational letter (max. 200 words), your transcript of records, and CV in one PDF to intman@uni-passau.de by 02.04.2023, 12:00 pm.

Maximum number of course participants: 50