



WIRTSCHAFT  
**HOCHSCHULE MAINZ**  
UNIVERSITY OF  
APPLIED SCIENCES



**15th COEUR  
EuroPreneurship-  
Workshop  
17.-22. September 2017  
Mainz/Ebernburg**

# Compass over Maps!

Finding your way  
in times of change

The **‘Wind of Change’** is blowing sharp in our times.

Change is an old phenomenon, it has always existed. What is challenging today is the increasing speed of change in almost every sphere of life and a strengthening of Open Change.

**Disruptive innovations** are creating a new setting for the organisation of business in the very near future: Industry 4.0.

**Societal change** manifests in contradictory developments: political movements strive for democracy, populism is on the rise in many countries, a new nationalism emerges.

Our **natural environment** is gaining an ever more important impact on our lives through the scarcity of resources, the climate change etc. which only few people still ignore.

The old certainties are vanishing and the world appears to be less predictable than in the centuries before.

Deterministic thinking of the newtonian age as much as the attempts to predict the future and make it manageable on the basis of empirical evidence do and will fail more often to offer guidelines for the future development.

(\*The term ‘Compass over Maps’ had been coined by Joichi Ito, Director of the MIT Media Labs)

- We believe, the increasing importance to cope with open change requires **creative leadership** to survive.
- We believe, **business creativity** is the dominant success factor in the early stage of entrepreneurial development.
- We believe, **European Diversity** is a strong asset for the development of business creativity and entrepreneurial culture.

The future needs a new orientation to survive in Open Change. Success in the future will be with those organisations and individuals who understand to navigate in fuzzy surrounding and who will be able to identify and harvest opportunities in the cloud of options. We invite you:

**Become a ‘Cloud Captain’!**





## COEUR – Creative in Diversity!

Studying business frequently is like getting an operating instruction for success, hidden in a **drawer cabinet**. You open the drawers for Marketing, Finance, HR etc. and inside you find recipes, how to design and practice it'. **COEUR is different.**

Not only that you will need the full puzzle, you also have to define the parts. COEUR is not a conventional lecture, nor a tool you learn to apply, it invites you into a process of development:

- Cooperate
- Open
- Evaluate
- Unite
- Report

Students – YOU – are the owner players of the entire process. Whatever you achieve is achieved as you did it, what you do not achieve is missed as you did not do it. **You are made responsible** for your team and the result you finally present!

What you present at the end of the workshop-week is **not a business plan**. A business plan is important for many purposes, still, if the business it specifies does not create value, it will not be successful. This is our reason to exclusively **focus a value proposition** for either a challenging task presented by a partner company or for a subject of your choice: an innovative business model with European dimension, an NGO with a challenging mission, a bridge from here to there.

During the workshop-week you will be working together in the most **diverse teams** possible, integrating students from different universities, countries, age, faculties, interests, gender...

Still, you will not be left alone with the challenge. **Experienced entrepreneurs** will come to discuss with you and also present their entrepreneurial experience. And academic staff will serve as your coaches.

## The Host Organisation: Hochschule Mainz

Short study-periods, international courses and practical orientation – these are the characteristics of the University of Applied Sciences Mainz, at which approximately 4400 students are currently studying.

The common feature of all fields of study is the application orientation of the university, which has excellent contacts to the regional economy and public institutions.

Young people from over 60 different nations are currently registered at the University of Applied Sciences Mainz.

About 550 students come from other countries. Some of them complete their entire studies here and some of them spend one or two semesters studying here on the grounds of cooperation with one of our over 80 partner universities worldwide.

Most partner universities are traditionally situated in Western Europe, contacts to Eastern Europe, overseas and Asia and Australia have been continuously intensified over the last few years.



By always keeping practical aspects in mind and by the constant innovative adaptation of the study programme contents to the requirements of the labour market, the Hochschule Mainz offers attractive future-oriented education with promising professional prospects. A wide variety of study programmes is offered, in the faculties of Technology, Design and the School of Business.

The Business School of the Hochschule Mainz is its biggest single faculty. Nearly 3000 students, more than 60 professors and 115 lecturers with a strong practical background provide a balance between theory and business operations & management in teaching. The department of Business cooperates within more than 600 companies in special study programmes.

# The City of Mainz and the Ebernburg

Mainz is the capital and largest city of the federal state of Rhineland-Palatinate in Germany. Roots go back in antiquity when Mainz was a Roman fort city which formed part of the northernmost frontier of the Roman Empire.

Mainz is famous in a number of different respects. Some highlight – **Mainz is a city of...**

- **Students** - about 40.000 students
- **Business** – home for global players like Schott, Werner & Mertz, Coface as much as university spin-offs, start-ups, successful SMEs
- **Innovation** - Most famous: Johannes Gutenberg invented the movable-type printing press in Mainz in the early 1450



The city (210.000 inhabitants) is located in the central European 'Frankfurt Rhine-Main area'.

- **Media** - home of the biggest European Broadcasting company ZDF, SWR and others

## The Ebernburg (see frontpage)

The castle dates back to 1338. It eventually was the residence of the **German knight Franz von Sickingen**. After expansion beginning in 1482, the castle and the village itself were burnt down by princes who were allied against Franz von Sickingen in 1523, after Franz von Sickingen had given shelter and a retreat to religious reformers like Ulrich von Hutten and **Martin Luther**.

After being rebuilt under his son in 1542 it had again been destroyed in WW II and rebuilt thereafter. Today it serves as an adult and youth education centre.

The castle is located in a famous SPA area close to the city Bad Kreuznach and the romantic river Nahe. Every year a **medieval market and tournament** with more than 200 actors is organised and it will become part of COEUR 2017...

# The Programme

(Preliminary version)



COEUR had been initiated in 2004 in Mainz and followed the partners to Aberdeen, Lisbon, Wroclaw, Dijon, Helsinki and also to Guangzhou (China) and Florianopolis (Brazil). Again after 2011, COEUR is coming back to Mainz and it's inspiring climate.

## Sunday, 17. September

- 10:00 Welcome and teambuilding
- 12:00 Transfer to Ebernburg
- 14:00 Introduction to the venue
- 15:00 Team task at the Medieval Market
- 19:00 The 5 Future Glasses  
**Dr. Pero Micic**  
*CEO FutureManagementGroup AG*
- 20:00 Open discussion with guests



## Monday, 18. September

- 9:00 Creativity and Innovation
- 11:00 Experiential learning and sensual experience - excursion
- 15:00 Teamwork
- 18:00 First IDEA-Check-up (plenum)
- 20:00 Intercultural Evening

## Tuesday, 19. September

- 9:00 Teamwork
- 11:00 The Value Proposition
- 13:00 Teamwork
- 16:00 MOVE!
- 18:00 Inverted Shark-Tank  
Students interview entrepreneurs
- 20:00 Entrepreneurs in teams

***The daily programme starts with breakfast at 8:00 am and finishes usually at 10:00 pm.***

# The Programme

contd.

## Wednesday, 20. September

- 9:00 Teamwork
- 11:00 Second IDEA-Check-up (teamwise)
- 14:00 How to pitch perfect
- 16:00 Team coaching
- 18:00 From 10 to 1.000.000  
**Stephen Clarke (requested)**  
*Million Bestseller Author*
- 19:30 Barbecue with guests



## Thursday, 21. September

- 9:00 GO!
- 10:00 Final preparation of presentations
- 14:00 FINAL PRESENTATION
- 16:00 Jury meeting
- 18:00 Award Ceremony
- 20:00 Farewell Party

## Friday, 22. September

- 9:30 Farewell to Ebernburg
- 10:00 Transfer to Mainz
- 11:00 See you again 2018 in .....!



Uniwersytet  
Ekonomiczny  
we Wrocławiu



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# How to participate!

## Local application

You are interested to participate in COEUR 2017? Then please direct to your local COEUR university representative to receive all necessary documents. If your university is not a COEUR partner yet, please direct to the contact below directly.

## Central organisation

The full programme will be organised by the Hochschule Mainz, Germany, as your contract partner.

## What is included

The offer includes transport from and to Hochschule Mainz during the week, the full programme, tuition and entrance fees and accommodation and subsistence from Lunch on Sunday to breakfast on Friday.

## What is not included

The price does not include travel expenses to Hochschule Mainz and personal expenses during all days.

For the night Saturday-Sunday reservations have been made at Mainz Youth Hostel in rooms for 2 or 4 persons for 28,50 € max for those who arrive early. Booking is possible with full registration.

## Cost and payment

250,- € per student

350,- € per staff member

Full payment is made by the partner universities to Hochschule Mainz directly.

## Registration and deadlines

Registration is open from now until 30 May 2017. Applications are accepted on a first-come basis and the application form. Registration becomes valid with confirmation **and** receipt of payment. In case of a cancellation by the student after the 30<sup>th</sup> May 50,- €, after 1. August the full fee will be withheld. The nomination of an equivalent replacement will be accepted.

