



Executive Master in

**DIGITAL INNOVATION AND
ENTREPRENEURIAL LEADERSHIP**



ONCE UPON A TIME

there was a northern Swedish village which the inhabitants perceived as bleak, cold and dark. One local entrepreneur, Yngve Bergqvist, realised the area's tourist potential. Ignoring all the naysayers around him, he planned a project with ice sculptures and an igloo art gallery. Not long after, a group of people asked to stay in the village. Since there were no rooms, Bergqvist offered to let them spend the night in the art gallery igloo. The guests loved it and the idea for the ice hotel was born.



DEAR READER,

You may wonder why I'm telling you this story about a Swedish ice hotel. It is rather simple: this story is about key concepts of innovation and entrepreneurship.

Building an ice hotel was never Bergqvist's goal and he could have dismissed his guests' delight as a one-off. Yet, presented with the possibility to step into the unknown, he showed an entrepreneurial mind-set, embraced an unexpected chance and welcomed its effects. By deciding to try something innovative, he eventually put a remote Swedish village on the world tourism map.

An open mind-set is crucial for entrepreneurial activities and we can all train to have one. If you aim to embrace opportunities like Bergqvist's, if you seek to innovate or spearhead transformation, then you should continue reading, because the Executive Master in Digital Innovation and Entrepreneurial Leadership (EMDIEL) might just be the right programme for you.

PROF. DR. RENÉ MAUER
Academic Director

EMDIEL AT A GLANCE

About EMDIEL

Set out on an international, experiential journey, sharpening your entrepreneurial mindset, and equipping you with leadership skills to effectively manage transformational projects in your organisation, grow a new business unit, or move towards creating your own venture.

Programme Highlights

- Work on cases and simulations to learn key entrepreneurial methods like design-thinking, effectuation, bricolage and bootstrapping, and put them into practice
- Enhance your personal development and further your leadership skills by modelling, creating and pitching your own business venture
- Become part of the powerful ESCP ecosystem with a prestigious teaching staff and access a network of alumni, digital innovators and established entrepreneurs in Europe, China and the USA

Target Group

This programme is designed for curious, ambitious, entrepreneurial professionals with at least 3 years of work experience. We welcome intrapreneurs, aiming to enrich their own career or bring about change at their current employers, as well as (aspiring) entrepreneurs wanting to start or scale their own ventures.

Curriculum

The programme consists of 5 modules taking place in Berlin, Shanghai, Paris and San Francisco, as well as an online project mentoring stream and an online research stream. You can finish the programme after 18 months with a certificate, or continue for another 6 months to add module 6 "Research methods", write your thesis, and finish with the degree "Master of Science" with a total of 90 ECTS.

Further details about the programme

TEACHING METHODS

International immersion weeks, workshops, group projects, case studies, lectures, simulation games, company visits, and networking events

START

Annually in August/September

AWARDED DEGREE

Certificate or
Master of Science (MSc.)

FORMAT

The EMDIEL is a blended part-time programme of 24 months. You can finish with a certificate or a degree. Adapting the duration of the programme is only recommended if your weekly working hours permit. Study feasibility is explicitly addressed in the application process.

FORMAL REQUIREMENTS FOR ADMISSION

- Graduate degree
- A minimum of 3 years of relevant full-time professional experience
- Proficiency in English
- Successful completion of the admissions process

About ESCP Business School

Founded in 1819, ESCP is both the world's first and the only pan-European business school with campuses in Berlin, London, Madrid, Paris, Turin and Warsaw. Ranked #5 Business School in Europe, our prestigious teaching staff takes you on unique learning journeys in an international setting. Our strong focus on interpersonal skills combined with 200+ years of experience in developing leaders and a unique pedagogical approach make our degree programmes particularly effective.

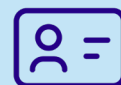
About The Blue Factory

The Blue Factory, ESCP's European startup incubator, fast-tracks entrepreneurship initiatives from conception to global expansion. With locations in Berlin, London, Madrid, Paris and Turin, the Blue Factory actively engages with ESCP campuses, fostering connections with numerous mentors, coaches, and experts. Its mission is to empower entrepreneurs in fearlessly developing meaningful projects.



GENDER RATIO

48% Women
52% Men



AVERAGE AGE

33 Years



AVERAGE YEARS OF LEADERSHIP EXPERIENCE

3 Years



AVERAGE YEARS OF WORK EXPERIENCE

8 Years



TOP 3 BACKGROUNDS

50% (International) Business
8% Economics
6% General Management



INTERNATIONAL RATIO

73% European
27% International

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THE TRUE ENTREPRENEUR IS A DOER, NOT A DREAMER.

Nolan Bushnell

The Executive Master in (Digital) Innovation and Entrepreneurial Leadership (EMDIEL) is an 18 to 24-month part-time programme that will change your mindset, broaden your horizons and give you new stimuli from around the world.

Led by distinguished academics and industry specialists worldwide, the EMDIEL combines ESCP's academic excellence, expansive network, and a hands-on approach that can be applied immediately to any current project.

In 5 modules, you will immerse yourself in projects, workshops and company visits around the world that will sharpen your entrepreneurial acumen, enhance your leadership skills, and present you with tools to initiate or drive (digital) innovation, sustainable transformation and to capitalize on opportunities.

Are you ready to do instead of dream?



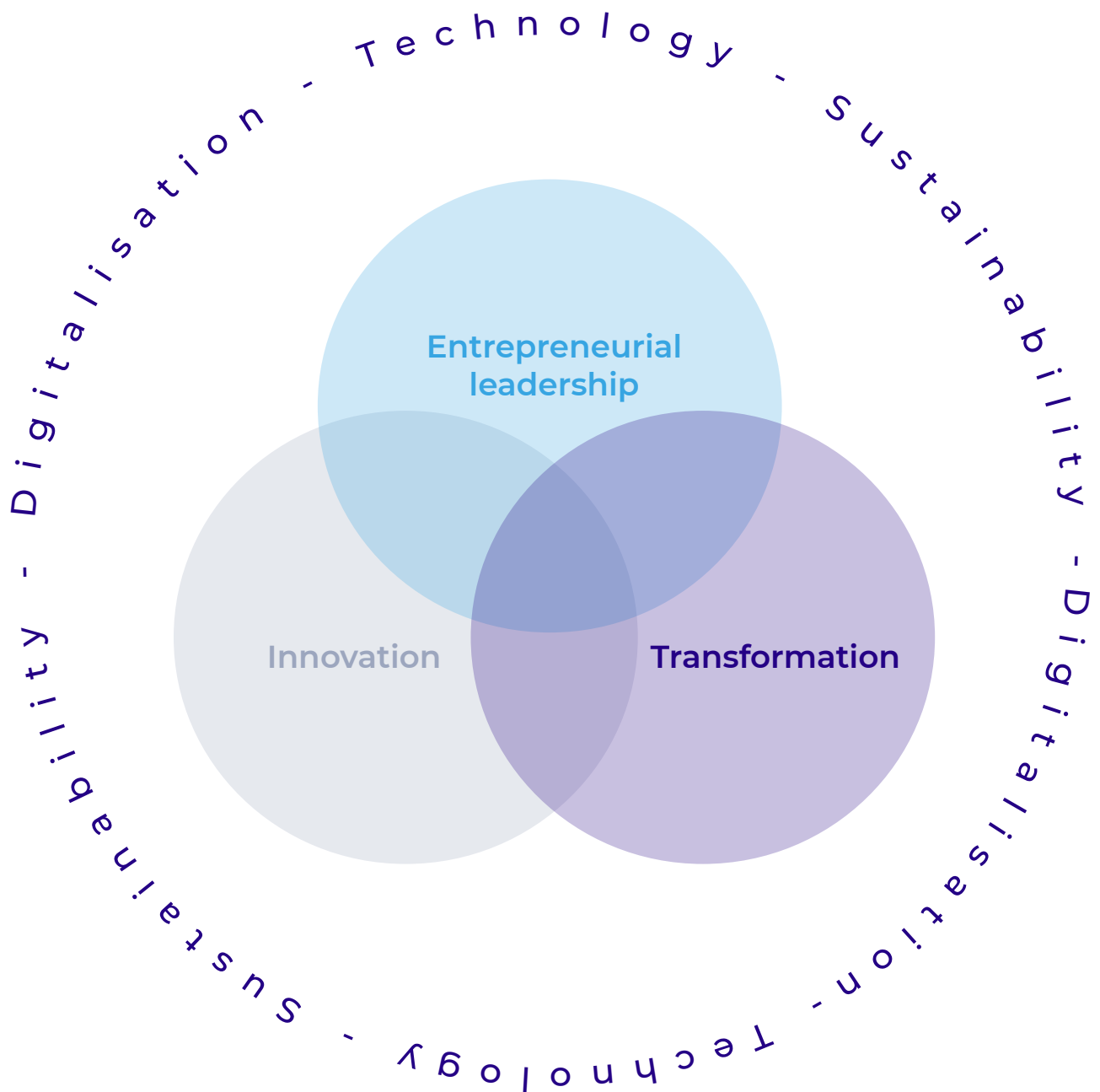
Each of us started with nothing but an idea on a blank sheet of paper and just 15 months later we exposed, pitched and defended our ideas in public. The ESCP network of entrepreneurs and professionals co-facilitated our “doing” with tools, while insights into startups framed our entrepreneurial mindsets.

Jan-Malte Vogelsmeier



KEY CONCEPTS

THE ENTREPRENEURIAL LEADERSHIP PROGRAMME



KEY CONCEPTS

ENTREPRENEURIAL LEADERSHIP - INNOVATION - TRANSFORMATION



Entrepreneurial leadership is about attitudes, skills, tools and techniques that will allow you to take initiative, motivate and influence yourself and others to steer into uncertainty and reach a common goal. The EMDIEL builds on what you already know, encouraging you to get to know your entrepreneurial self, enriching your perspective with new stimuli to think outside the box, and broadening your horizons. Focusing on an entrepreneurial approach, you will learn an array of new tools to enhance your leadership skills, and become part of an ecosystem that allows you to act upon your ideas.

Innovation is driven by entrepreneurial individuals. Aside from learning about disruptive technologies, during the EMDIEL, you will deep-dive into sustainability patterns, learning about and experiencing ways, methods and tools to initiate, communicate and promote sustainable innovation.

Transformation is the result of fundamental changes to the business model. It can involve updating processes, changing a company culture, creating a sustainable supply chain, or introducing new technologies. One of the core competencies you will gain during the EMDIEL is to make use of effectuation - a transformational method to shape ideas that face high uncertainty.

WHAT YOU WILL LEARN

Module 1

CORE MODULE

Starting your entrepreneurial process

Module 2

IMMERSION MODULE

Choosing your playground

Module 3

CORE MODULE

Driving your entrepreneurial process

Module 4

IMMERSION MODULE

Preparing for launch & growth

Module 5

CORE MODULE

Advancing entrepreneurial leadership

Module 6

MASTER THESIS

Hard skills & project development

- + Entrepreneurial methods
- + Fundamentals of UX Design
- + Effectuation
- + Design Thinking

- + Entrepreneurial ecosystems
- + Innovation and entrepreneurship in China

- + Business modelling
- + Prototyping
- + Growth paths and scaling

- + Corporate innovation
- + Entering incubators
- + Start-up fundraising

- + Designing entrepreneurial organisations
- + Disruptive technologies

Soft skills & personal development

- + Understanding your entrepreneurial self
- + Self-leadership
- + Managing uncertainty

- + Exploring and building ecosystems
- + Intercultural competence

- + Innovation and transformation management
- + Providing feedback

- + Thinking big
- + Storytelling
- + Pitching to diverse stakeholders

- + Entrepreneurial leadership
- + Leading teams
- + AI and Ethics

MENTORING

CERTIFICATE

MSc

MODULE 1

BERLIN - AUGUST

Your journey starts with our entrepreneurship weeks in Berlin. These weeks are all about you, your ideas and your opportunities. You will meet your peers, dive into the Berlin start-up scene, and actively work on fundamental tools and concepts that will accompany you along your journey. Going beyond theory, you will immerse yourself in creative methods, and intellectually challenging hands-on experiences, to explore your entrepreneurial self.

Module Highlights

- ➔ Self-leadership
- ➔ Managing uncertainty
- ➔ Fundamentals of UX Design
- ➔ Effectuation
- ➔ Design Thinking



The EMDIEL course will be one of the most interesting and amazing experiences that you will encounter. You will learn a lot about yourself, and you will be amazed by how far you can go. Keep pushing yourself and you will succeed.

Jo Ann Lim



MODULE 2

SHANGHAI - NOVEMBER

The second module is all about ecosystems. During our trip to Shanghai, you will dive into one of the fastest-growing, most digitised start-up scenes in the world, and experience first-hand how culture influences decision-making logic, social networking strategies, and negotiation skills. This experience will help you put things into perspective and choose the right playground for you and your project idea.

Module Highlights

- ➔ Building & exploring ecosystems
- ➔ Fast-paced Innovation & entrepreneurship in China
- ➔ Intercultural competence



I had read a lot about China before the EMDIEL, but when I travelled there during the Shanghai module, I had a completely different experience. I was able to see things that I wasn't able to read about.

Yahya Warrak



MODULE 3

PARIS - FEBRUARY

The Paris module is under the sign of entrepreneurial process. Starting with project management essentials, you will sharpen your entrepreneurial process, and learn how to move from idea to product, deep-diving into business modelling and prototyping using AI. Low to no code methods will help you develop your own digital product which you can use to apply tools and concepts to validate your business idea, discover growth paths and to practise scaling.

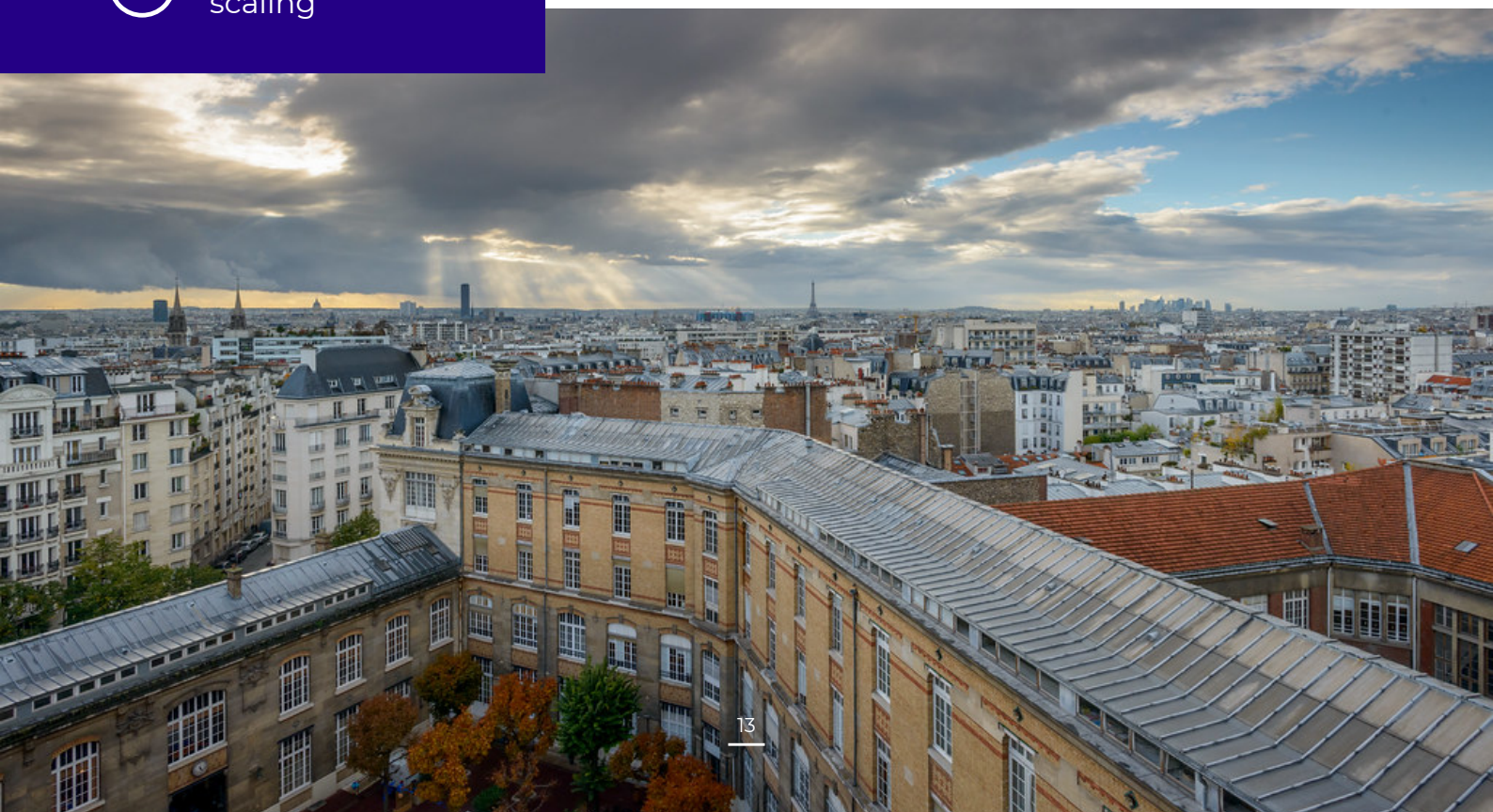
Module Highlights

- Business Modelling
- Prototyping
- Growth paths & scaling



The hands-on approach of creating the service design of our dummy mobile app and real-world applications provided an angle of the digital landscape that I wasn't very familiar with. This module armed me with tools and methodologies that I can readily apply in my career.

Sheelah Chu



DIGITAL INNOVATION AT SIEMENS

In the past decade, large companies have shown a growing interest in learning from entrepreneurs, leading to the emergence of innovation labs and accelerators worldwide.

Nico von Delius, an EMDIEL graduate and Global Finance Director at Siemens Electrical Products, witnessed the pandemic accelerating his company's need for digital transformation. In order to adapt, the 400 members of his finance team were challenged to transition from traditional methods to experimenting with new technologies.

Having learned the effectuation method during his studies, Nico applied it to this project. Given the scale, he collaborated with his former professor, René Mauer, and Michael Faschingbauer, an expert in Effectuation.

Michael emphasizes that for a company promoting intrapreneurship, the process

demands courage due to its inherent chaotic elements, which differs greatly from the traditional corporate process of problem description, potential solution, risk identification, and business case creation.

They initiated the project with an open invitation, requiring team members to have a basic interest in experimenting with new tools and technologies, and investing three hours of their time to identify areas of opportunity. About 30 project ideas were generated and over a 25 initiatives, such as automated sales reports creation and improved collaboration between IT and business teams, were implemented over a 4-month period.

Nico highlights that this period allowed many employees to embrace innovation, adopt an entrepreneurial mind-set, leverage new resources, and navigate an uncertain environment.



MODULE 4

SAN FRANCISCO - JUNE

In June, your project is going to be ready for either launch or growth. During our San Francisco module, you will engage with founders, entrepreneurs, investors and accelerators in the Bay Area to gain insights into state-of-the art trends in digitalisation, technology, incubation and acceleration. A focus on corporate innovation and financing business ventures will lead you through sessions on growth-strategy, start-up fundraising and strategies to enter incubators or accelerators, culminating in you pitching your business idea in front of investors and Silicon Valley experts.

Module Highlights

- Deep-dive into the Bay Area start-up ecosystem
- Corporate innovation
- Entering incubators / accelerators
- Fundraising & pitching



The place to be for everyone working with start-ups, at least once. We had the chance to talk to seasoned entrepreneurs and investors, discussing topics beyond what you can find in articles about Silicon Valley and their culture.

Johann Rottmann



MODULE 5

BERLIN - AUGUST

After 12 months of international immersion, you and your peers will return to Berlin to look back on what you have experienced. Through this lens, you will examine the theory and practice of successful value propositions, exploring frameworks, strategies, funding techniques and business models to build an enduring enterprise or business unit. On your path to designing entrepreneurial organisations and mastering entrepreneurial leadership, you will learn how to think big, create branding strategies, lead with values and master OKR leadership tools, while familiarising yourself with AI and ethics.

Module Highlights



Entrepreneurial leadership



Designing entrepreneurial organisations



AI & Ethics



The final project pitch marked the culmination of our learning journey, synthesizing everything we had learned and applying it in a real-world context. This equipped us with new skills and instilled the confidence in ourselves that we possess the abilities to embark on the path of creating innovative ventures and products.

Zoran Ranogajec



ONLINE STREAMS

Certificate

Throughout the programme, you will meet with coaches and mentors to work on your business model or project plan, practise storytelling and prepare for pitching your business or project.

You will close out this stream with advancing your entrepreneurial leadership skills, taking what you have learned to grow as an entrepreneur, a team leader or further your project ideas at your company. If you should plan to graduate with a certificate, the programme will end with your pitch.



Highlights

- ➔ Fine-tuning your project
- ➔ Coaching & mentoring
- ➔ Storytelling

MODULE 6

Master of Science

For those, who want to finish the EMDIEL with the degree “Master of Science”, the **research stream is module 6**. You will focus on essential research methods with a particular focus on research methods for and in the field of entrepreneurship.

Under the supervision of an ESCP professor, you will write a Master thesis to conduct an original piece of research in digitalisation, innovation, entrepreneurship, leadership, or a combination thereof. Upon successful completion, you will be awarded the degree “Master of Science” with a total of 90 ECTS.



APPLICATION PROCESS

Admission Requirements

This Executive Master Programme welcomes participants from diverse educational backgrounds and has the following admission criteria:

- ➔ Graduate degree (Bachelor or higher)
- ➔ Business administration knowledge recommended
- ➔ 3 years professional work experience (internships excluded)
- ➔ Proficiency in English

Application Process

1.

Online Submission

Completed online application form (please contact Alison Masse). You'll need the following documents:

- Recent CV in English
- Scanned copies of all diplomas degree awards, with full grade transcripts
- 1 letter of recommendation
- Scanned copy of passport

2.

Interview

Candidates whose application has been successful will be invited to attend the second stage of the process, a personal interview with members of the Admission Committee made up of ESCP academics and selected experts in the field of digital innovation and entrepreneurship.

3.

Final Decision

The Admission Committee conducts a full review of your application and reaches a final decision. All eligible candidates will receive a letter of acceptance within 2 weeks after the interview.

FEES & SCHOLARSHIPS

Tuition Fee

Tuition fees are set for the respective academic year. This covers accommodation in Shanghai and San Francisco, social and networking events included in the programme schedule.

Scholarships & Financing options

Scholarships are offered to admitted students on a case-by-case basis. For further information regarding eligibility and conditions, including other financing options, please get in touch with the Programme Manager.

Contact

For more information or to book a 1-on-1 consultation please contact:

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Manager Executive Education



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www.escp.eu/emdiel





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ESCP benefits from the best international accreditations.