

In Partnership with the WU Executive Academy

# Master of Science in Sustainability, Entrepreneurship & Technology



## Master of Science (Continuing Education)<sup>wu</sup> in Sustainability, Entrepreneurship, and Technology

tomorrow university of Applied Sciences

At Tomorrow University of Applied Sciences, we believe an education in Sustainability, Entrepreneurship, and Technology (SET) is fundamental for our future and yours. You'll gain the knowledge, mindset, and skills to implement your most innovative ideas be it through founding your own company or working in one. The Master's Degree in SET, which is awarded by our educational partner WU Executive Academy, provides access to a world-class network via a remote-first learning environment. Join our next cohort of change makers. We're ready for you.



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#### **Program Specs**

CREDITS 90 ECTS

APPLICATION DEADLINES **Rolling admissions** 

INTAKES 4 times per year

MODALITY
Full-time / Part-time

COHORT SIZE Limited to 25

DURATION
From 18 months

Course Discussion **Evenings** 

The goal of the Master of Science in Sustainability, Entrepreneurship, and Technology is to turn you into a change maker. This program is for:

- Professionals
- Future Leaders
- Intrapreneurs
- Aspiring Entrepreneurs
- Career Switchers
- Restarters

# Tomorrow University x WU Executive Academy Partnership

In 2021, **Tomorrow University of Applied Sciences** entered into a strategic partnership with the **Executive Academy of Vienna University of Economics and Business (WU)**. This alliance is particularly remarkable considering WU's prestigious accreditations:

#### **TRIPLE ACCREDITATION**

WU holds the triple crown accreditation, a recognition held by fewer than 1% of business schools worldwide:

- WU holds the accreditation by **AACSB** (Association to Advance Collegiate Schools of Business), signifying a dedication to academic excellence.
- Furthermore, the university is accredited by **EQUIS** (European Quality Improvement System), a global quality assurance system in management education, offered by the European Foundation for Management Development.
- WU's programs have also garnered recognition from **AMBA** (Association of MBA), underscoring the programs' outstanding standards.

In the most recent Financial Times European Business School Ranking, WU was placed 41rd out of 95 leading European business schools.









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# Gain Access to the WU Executive Academy Ecosystem



#### WU EXECUTIVE CLUB

Connect with 5,000+ executives from 85+ nations for networking and expertise exchange. Members bring an average of 17 years of work and 10 years of management experience.



#### PREMIUM LIBRARY ACCESS

Get into the WU Executive Library, one of the German-speaking world's largest. In addition, you have access to the WU online library, international press outlets, data bases and market research.



#### **IN-DEPTH RESEARCH EXPERTISE**

Top-tier faculty offer specialized knowledge in sustainability, entrepreneurship, and technology across various research hubs, in which you can collaborate.



#### ACCESS TO CAMPUS FACILITIES

WU's campus prioritizes sustainability in construction, energy supply, and facilities. From geothermal energy to barrier-free accessibility, it aligns with green building principles for an inclusive and eco-friendly environment.









# Program Overview

### Mastery Learning, Wherever You Are

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**Challenge-based learning:** Gain practical knowledge and hands-on experience by collaborating with industry partners on real-world projects addressing contemporary and future-focused business challenges.

**Community:** Join the largest community of impactdriven leaders from +30 countries. Connect with your peers and mentors, share ideas, get valuable feedback and enhance your learning in a supportive environment.

Flexibility: Learn from anywhere at any time asynchronously. Your studies will take between 10-20 hours per-week, making it easy to work full-time.





**Tailored for working professionals:** The program is designed for individuals with an undergraduate degree and at least two years of work experience, offering a pathway to elevate both studies and career for those determined to shape a brighter future.

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**Comprehensive program**: With 90 ECTS credits, it provides a robust educational foundation for sustainable entrepreneurship and technology. It's complemented by extra-curricular talks and events featuring esteemed mentors and partners.



**Rolling admissions:** New cohorts of 25 learners join the program every three months, fostering a vibrant and supportive learning community. Admissions occur on a rolling basis, ensuring flexibility in applying for the program.



**Customized curriculum:** With adaptable curriculum, learners can tailor their learning journey with elective modules offering specialized knowledge and skill acquisition in their desired career path.



**Community-driven**: This program fosters the building of meaningful connections both online and in person. From our immersive virtual campus to regional meetups across different cities for learners to connect and network with partners, mentors and industry experts from all over the world.

TOMORROW UNIVERSITY | 05

<u>Marie Hohensee</u> Master's Degree Learner



# About Our Learners

## **Learner Profiles**

At Tomorrow University, our community with over 500 passionate learners from diverse backgrounds, professions and life experiences, are all connected by a common purpose: **creating a more sustainable and equitable future**. Here are just a few of the backgrounds shared amongst our learners:



#### Sustainability Advocates

Many of our learners are mission-driven individuals looking to build a more sustainable future. They are concerned with climate agendas and want to ensure businesses and industries are prepared to tackle the global issues of today and the future.



#### Intrapreneurs

A lot of our learners are transforming their industry from within. They are working for different companies and are equipping themselves with the skills and knowledge to guide their teams and organizations toward a more sustainable and socially responsible future.



#### Established and Future Entrepreneurs

While some learners want to scale their business responsibly, others are looking to launch their first venture. What unites these learners is their commitment to becoming conscious leaders and build their businesses sustainably.



#### **Career-Switchers**

Some of our learners come from alternative backgrounds such as UX design, software engineering or even biology! These bold individuals are reimagining their careers and steering their focus towards sustainability, technology, and making a positive impact.



#### MASTER OF SCIENCE



There are many reasons to study at ToU. If any of the below resonates, then **you have come to the right place**.

- O You're eager to innovate the world around you and you're constantly seeking new ways to turn creative ideas into actionable solutions that shape business and industries.
- O You're passionate about **leading sustainable and positive change**, and eager to equip yourself with the skills necessary to make a meaningful impact in today (and tomorrow's) business world.

You're interested in gaining a comprehensive understanding of
 how technology and other innovative tools are shaping modern business dynamics.

You're aspiring to be a thought leader, constantly enriching yourNowledge to stay ahead in your field of expertise.

You're looking to integrate creativity with practical business skillsO and to be on top of evolving market trends and consumer needs.

You're focused on aligning your career with your core values, and finding ways to both work ethically and sustainably.





# Learning Model

# Mastery Learning for Future Success

At Tomorrow University, our mastery learning model ensures you gain essential skills that are crucial and transferable across various career paths.

You'll progress at your own pace, deepening your understanding and showcasing your capabilities through skills assessments. These are key building blocks in your learning journey, leading to a dynamic competency tracking system.

#### Tracking Your Growth in Real-Time

To monitor your growth, you'll have access to a personal competency profile, providing an interactive way to track and reflect on your progress. This framework not only charts your achievements in coursework and challenges but also visually demonstrates your evolving skill set.

As you navigate through each challenge and master new skills, you're not just learning; you're equipping yourself for success.



*	Your Profile > Competencies Competencies
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A Home	Technological Mattery Suutanability Thinking Social & Employeration Entrepresentation Butterpresentation Cognitive Profesentation
(2) Campus	Evidence
	Introduction to Strategy     Or Final_nov     Or Mening Tammaru - Into Into Strategy - Uber Strategy off     Newson's Competence     ** +155     Introduction to Strategy     Or Uber strategy
(-)	Learning Insights     V2 October 2023     Self-management // +13
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	feedback, a

#### No Exams, Just Real-World Impact

Our challenge-based curriculum lets you develop **key competencies through practical projects instead of exams**, applying skills to real-life scenarios for hands-on feedback, and equipping you with practical expertise for impactful business leadership.

# What is a challenge?

Our program is structured around **practical 3-week challenges**, each comprising a series of short, **asynchronous lessons** within various **milestones to complete in your own time**. These lessons, lasting 7 to 30 minutes, allow you to study flexibly while keeping you on track.



## $\bigcirc$ How does challenge-based learning work?

Our challenge-based learning method immerses you in **real-world assignments**, often co-created by partner corporations, to ground your knowledge through **practical and hands-on application**. Each Challenge is approached strategically with our '**Engage**, **Investigate**, **and Act**' framework. You'll start by deeply engaging with the problem to grasp its complexities, then move to investigate, diving into research and exploring solutions. Finally, you'll take decisive action by applying your findings in a real-world context.

Enhanced by **weekly live discussions and reflections** (in the evenings), this methodology provides a comprehensive learning experience that sharpens critical thinking, fuels innovation, and fosters skill development and adaptability, equipping you to navigate any future real-world challenge effectively.

### The Challenge-Based Learning Model



Via critical questioning, you shift from memorizing theory to putting ideas and knowledge into action.



#### Investigate

You prepare and engage in a journey that sets the basis for solution-based outputs.



Evidence-based strategies are created, tested and then implemented to ensure progress and results.



## Solving Real-Life Problems with Challenge-Based Learning

You'll tackle co-designed challenges with industry partners, applying your skills to real-world business issues and contributing to solutions under expert guidance.

These challenges, inspired by current industry problems, offer a unique educational experience where you not only learn about real-world issues but actively engage in resolving them.

This collaboration is mutually beneficial, as our industry partners gain fresh perspectives and innovative solutions from working with our learners.



In response to the urgent need for sustainable energy practices, the challenge with Baringa called upon our students to develop holistic frameworks aimed at guiding oil and gas companies in their transition towards low-carbon solutions.

# OGrover

Embracing the cutting-edge potential of generative Artificial Intelligence challenge with Grover invited to us to explore innovative solutions that will revolutionize online shopping experience.



Challenge with Kelp Blue tasks you to come up with technology-based market opportunity to expand their product portfolio.





The challenge with Cheil aims to harness the power of finance to drive positive change, aligning investments with sustainability goals and ethical principles.



The challenge with KFW covers the steps of a typical Data Science Process in order to be able to solve real-world problems by handling raw data sets.



## **Challenge-Based Learning in Numbers**

Challenge-based learning is a powerful educational approach with a proven track record for nurturing problem solvers, innovators, and future leaders. Here's a closer look at the impact of challenge-based learning, supported by statistics:



**Empowered Learners:** 82% of students feel more engaged, motivated and • accountable with challenge-based learning (Journal of Transformative Education study).





**Positive Impact on Communities:** 76% of educators report that challenge-based projects had a measurable impact on their local communities. (Apple Education Team research).



# **Program Phases** The 4 Phases

This program is a hands-on learning experience, providing you with the essential skills, knowledge and entrepreneurial mindset to excel in today's evolving business landscape. Our four-phase curriculum sets the stage for a successful and impactful career. Let's explore each stage:



# Master of Science (CE) in SET Curriculum

<b>Activation:</b> <i>Thesis Project</i> 15 ECTS	<b>Idea Validation</b> Discovering the product-ma fit for your idea	arket Researching and c and behavio	lesigning for social	<b>Career Growth</b> ivoting towards a new path and creating opportunities	
	Human-Centered Al products wit Improving Al products wit human focus		our choice		
Elevation 15 ECTS	<b>Grand Challenge 1:</b> Expanding Technologies for Good	<b>Grand Challenge 2:</b> Creating Impact - Drive Change From Within	<b>Grand Challenge</b> Starting an Impa Business with a Prot	ct Reimagining	
	IMPACT CERTIFICATE Improve the Global Impact of Your Organization	Business & Society	Sustainable Operations & Sup Chain Manageme		
	IMPACT CERTIFICATE Become a Responsible Leader	Governance & Sustainability	Responsible Leadership	Responsible Organizations	
<b>Calibration</b> 45 ECTS total 15 ECTS per Impact Certificate	IMPACT CERTIFICATE Prototype Impactful Solutions	Measuring & Learning	Product Development	Customer Development	
	IMPACT CERTIFICATE Get Funding Ready	Funding Options & Venture Finance	Finance for Entrepreneurs	Sustainable Business Development	
	IMPACT CERTIFICATE Human Centered Al	Build with Generative Al	Human AI Collaboration	Introduction to Cognitive Systems & Neuroscience	
	IMPACT CERTIFICATE Build with AI for a Better Society	Technology Entrepreneurship	Machine Learning Deep Learning		
	IMPACT CERTIFICATE Innovate with GreenTech	Foundations of E-Mobility	From Recycling Circular Econom		
<b>Orientation</b> 15 ECTS	Learning Insights	Mission Identification	Build Your Dream Team	Introduction to Enterpreneurship	
	Strategy Development	Sustainability Foundations	Technology Revolutions & Intr Coding	ro to Group Challenge	

For the Master of Science program, learners have the option to select one Impact Certificate (IC) from each pillar during the Calibration Phase. This phase is structured with a total of 45 ECTS, and each IC accounts for 15 ECTS. Each Impact Certificate is made up of three individual challenges, however, the challenges featured in this study plan may differ each semester. All available challenges will be accessible via the app.



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# Flexible Learning Schedule Asynchronous Learning

Our program is designed to accommodate your busy schedule and cater to the diverse demands of running your own business or managing family responsibilities. Learn at a pace that suits you. Our flexible learning model helps you study while you work and travel, with bite-sized lessons to complete in your own time and just one live evening session per week.





#### **TYPICAL THREE WEEK SCHEDULE**

Thanks to our flexible learning method, each module is split into 3-week sprints allowing you to adjust your schedule to your personal and professional commitments. As each learner has different needs, our Admissions team can support you in ideating the right schedule (and learning pathway!) for you.





## Meet the Faculty & Industry Experts

Our learning team is a collective of experienced professionals and academics, each bringing rich knowledge and real-world insights to provide an academically robust and globally relevant education. Their expertise spans various fields, from cutting-edge technological advancements to sustainable business practice. They are more than just faculty; they are your mentors, supporters, and a vital part of your future professional network.



Dr. Maximilian Lude Professor of Innovation & Strategy (ToU)



Dr. Thomas Maidorfer Professor of Strategy & Leadership (ToU)



Dr. Daniela Peukert Program Director & Professor of Design for Sustainability Transformation (ToU)

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Dr. Christof Miska Associate Professor at the Institute for Responsibility and Sustainability in Global Business (WU)



Dr. Moritz von Zahn Professor of Coding, Ethics & Economics of AI (ToU)



Anna Schaupp Industry Expert, Resilient Leadership



Georg Bollweg Industry Expert, Data Science & Coding



Sidharth Chugh Industry Expert, Tech Entrepreneurship



Marina Zayats Industry Expert, Branding & Social Selling



Vaibhav Jaitly Industry Expert, Data Storytelling & BI

# Learn from a Global Network of Industry Leaders

### Mentors, Feedback Sessions, **Check-ins with Professors**

Tap into a worldwide network of ambassadors and mentors, including industry experts actively engaged in SDGs, impactful ventures and important business innovations. Benefit from their insights through speaker sessions, workshops, and meet-ups, connecting with our knowledgeable, mission-driven community for unparalleled learning and networking opportunities.







Jag Singh





Eva Glanzer Former Head of App Store DACH Former Chief People Officer GetYourGuide

Verena Pausder Entrepreneur & Founder HABA Digital

Vice President & Asia Pacific Head Social Impact Visa



Lubomila Jordanova Co-Founder Greentech Alliance & PlanA.Earth



Former Market Research Lead Twitter



Ali Mahlodji Founder Whatchado & FutureOne.io

Ingo Dahm

Entrepreneur & two times RoboCup world

Managing Director Techstars





# World-Class Speaker Sessions

Our curated series of speaker sessions feature workshops and fireside chats with current and former entrepreneurs, working professionals who share their experiences to learn from. These can cover everything from "Prototyping"  $\rightarrow$  "Launch"  $\rightarrow$  "Growth" and much more! Examples of past speakers include:

- · Building a product customers love with Markus Müller, Former Head of Product at N26.
- How to disrupt a company from within with Esther Bahne, Former Head of Strategy & Innovation BMW.
- · App business trends with Tom Sadowsky, Former Head of App Store DACH Apple.
- · The founder's journey with Christian Kroll, Co-Founder & CEO Ecosia.



# ToU Campus Experience

## **Online Learning Experience**

To provide you with a seamless learning experience, we have developed ToUs cutting-edge mobile app. This app is accessible from your phone, tablet, or computer, enabling you to learn and monitor your progress throughout the program effortlessly. Moreover, the app keeps you connected with your peers and mentors, facilitating meaningful interactions and support throughout your educational journey.



# **ToU Campus Experience** Remote But Never Alone

Immerse yourself a vibrant and interactive online learning experience with us. Our digital ecosystem includes the Cosmos, your virtual campus for engaging discussions and networking, and Slack for real-time communication with fellow learners, course leaders and mentors. Our campus is fully accessible on your phone, tablet, or computer, making it easy to engage with your courses, fellow learners, mentors and resources. Designed for flexibility, it allows you to stay engaged in an interactive and integrated digital ecosystem.



# Meet the Learners

Engage with fellow ToU learners who are making waves across many industries. Connect with them for insights and learn how ToU has shaped their success. Many of our learners come from renowned companies like Deutsche Bank, ExxonMobil, SAP, Accenture, Aktion Mensch e.V., and many more, offering a wealth of experience and perspectives.



## Testimonials

"I already have a master's and a Ph.D. degree, but I still joined this Program because of its relevance to the topics of today and the issues of the future. A degree does not prepare you to be a leader or an expert, but rather the experience, skills, and knowledge you gain while going through the practical challenges this Program offers. The curriculum and the challenges are focused on the Innovator's and Change Leader skills Toolkit, just to name a few: Vision; Strategic Thinking; Ethical and Responsible Leadership; Tech-Savviness; Customer-Centriciy and most importantly emotional and cultural awareness. I am loving it!"

#### Zana Pekmez

"My experience during my masters at ToU can be summarized with "out of my comfort zone but with all the support I could dream of". I'm holding a bachelor and masters of science and couldn't imagine to go back to university until I heard from the way learning and teaching is understood at ToU. It was challenging but due to the practical approach, the community and the support from staff and professionals it was a great experience!"

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Marie Hohensee

# Real-World Interaction: Meetups

To facilitate real-life connections, we've established local city hubs where learners gather for in-person meetings. Tomorrow University also organizes meetups, workshops, and conferences offering valuable opportunities for learners to connect, network, and build relationships beyond the virtual space. These events play a pivotal role in enhancing our community and fostering meaningful connections.





# Future Pathways and Alumni

This program is designed for a variety of ambitious goals, whether you're starting your own business, advancing an existing venture, or driving change within an organization. As a ToU Graduate you will have the knowledge and skills to pursue your mission with confidence, and access to a wide range of opportunities and potential career outcomes.

You will develop the the skills needed to tackle society's grandest challenges, and become adept in handling critical environmental and social issues. Equipped with well coveted 21st-century skills, by the end of this program you'll be well-positioned to make substantial impacts and contribute to a more sustainable, innovative future.

# Meet the Current Learners & Alumni

Our learner community is shaped by individuals from diverse global backgrounds, all driven by a common mission to make a meaningful impact in their communities and industries. These professionals are actively contributing to positive change in fields such as technology, healthcare, and sustainability. Through their shared commitment, they exemplify the global impact and transformative potential of our educational programs.



Stephanie Fizka Information Services Industry



Marina Bopp Mobility Industry



Kathryn Saducas Technology Industry



Lucas Schäfer NGO Industry



Konrad Gerger Consulting Industry



Niklas Hagenbeck Impact Investing Industry



Ivelina Hristova Energy Industry



Marie Hohensee Health Industry



## **Fund Your Education**

There are various methods to fund your education. Many learners employ a combination of financial resources, including personal savings, scholarships, and government assistance. Should you require additional guidance, please don't hesitate to reach out to our Admissions Team. The price before funding opportunities is  $\xi$ 27.000.

We offer scholarships of up to €6.000 as well as Super Early-Bird, and Early-Bird tuition reductions. All applicants are eligible for a scholarship and early application credit.

## ○ Scholarship Opportunities

#### SUSTAINABILITY IMPACT SCHOLARSHIP

This scholarship is for individuals who have a strong passion for sustainability and are committed to driving environmental and social change in their respective organizations and industries through responsible business leadership. It's designed to support MBA candidates who aim to become sustainability champions in their careers.

up to a €6.000 reduction

#### ENTREPRENEURIAL TALENT SCHOLARSHIP

This scholarship is aimed at nurturing the entrepreneurial spirit of individuals who demonstrate the potential for innovative thinking and have the ambition to launch their entrepreneurial projects, or scale existing ventures. It encourages those with entrepreneurial ideas to take the next step toward making their visions a reality.

up to a €6.000 reduction

**TOTAL TUITION** €27.000 before reductions

**Scholarships** up to a €6.000 reduction

Super Early-Bird €3.000 reduction

Early-Bird €2.000 reduction

#### GLOBAL DIVERSITY SCHOLARSHIP

Focused on closing the opportunity gap in sustainability, technology, entrepreneurship, and leadership, this scholarship supports traditionally underrepresented talents, including the LGBTQIA+ community and individuals from Black, Asian, traveler, mixed heritage, or other global majority backgrounds, to bring diverse voices to these innovative fields.

up to a €6.000 reduction

#### **TECH INNOVATOR SCHOLARSHIP**

This scholarship is tailored to individuals who possess a relentless drive to harness the power of technology to shape a brighter and more innovative future. Open to tech enthusiasts, problem-solvers, and future technopreneurs, we seek candidates with a deep passion for technology, an innovative mindset, and a clear vision for leveraging tech to drive positive change.

up to a €6.000 reduction





# Admission Process

Here are the steps in the application process, and remember, our dedicated Admissions & Success Team will be there to guide you through the journey. From the initial inquiry to the final submission, we're here to assist and ensure a seamless application experience. Your path to joining our vibrant community and embarking on a transformative educational journey begins with these straightforward steps.











Build the skills and confidence to disrupt, innovate and lead the change you want to see in the world.



Speak with Our Admissions Team





