

‘Honours Degree in Entrepreneurship’ 2026 – Mandatory course preparation

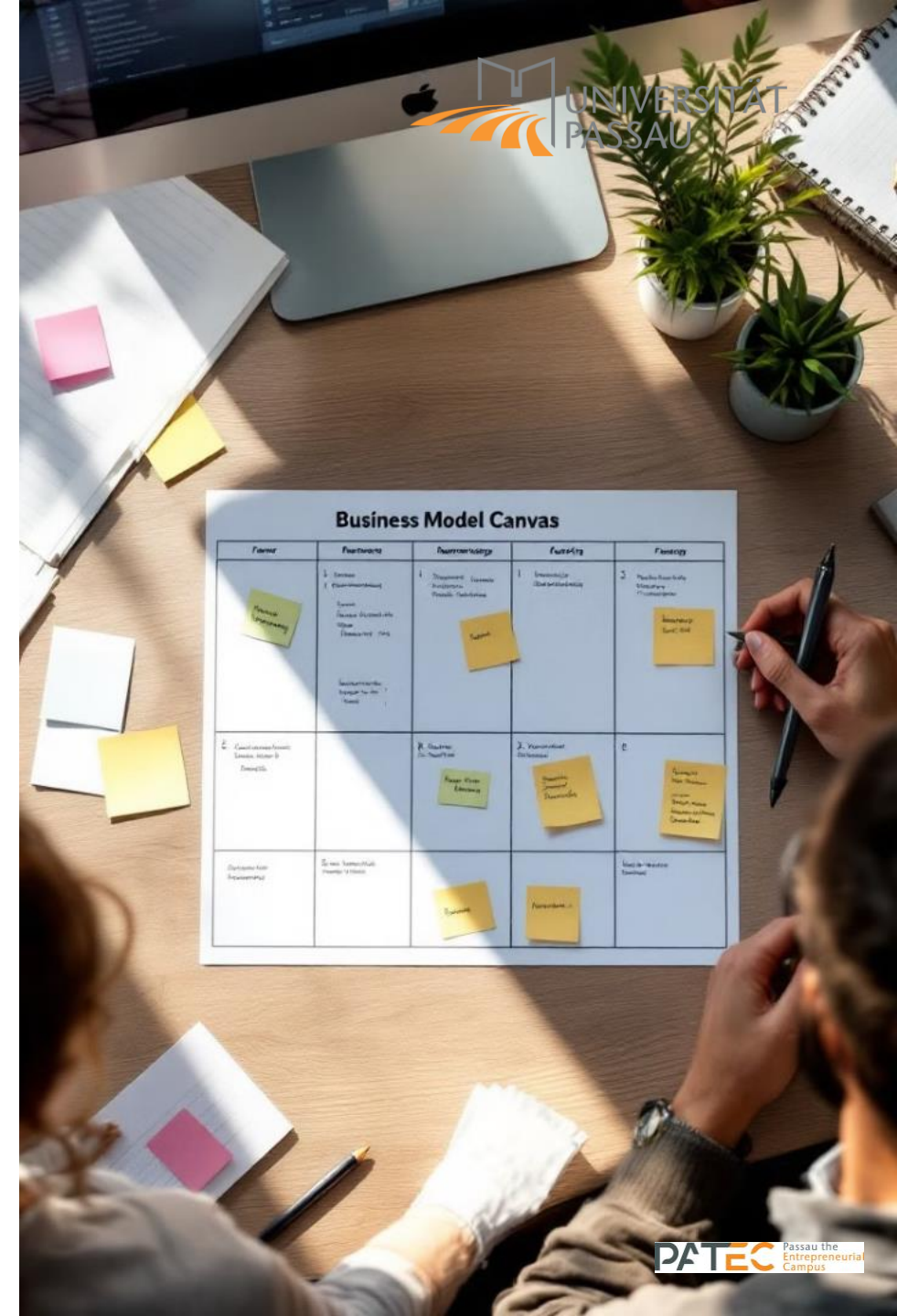


Interdisciplinary Innovation for Future Founders

The 'Honours Degree in Entrepreneurship' is the first interdisciplinary certificate course supported by chairs from all faculties at the University of Passau.

Future Skills:

- Design Thinking
- Project management
- Financial planning
- Risk management and mitigation
- Perseverance
- Team management



COURSE OVERVIEW

SEMINARS AND COURSES

Summer Term (winter tbd)

16.04.2026	09.00 - 18.00 Uhr
17.04.2026	09.00 - 17.00 Uhr
24.04.2026	09.00 -17.00 Uhr
22.05.2026	09.00 -17.00 Uhr
19.06.2026	09.00 - 17.00 Uhr
26.06.2025	09.00 - 17.00 Uhr
10.07.2026	09.00 - 14.00 Uhr

MANDATORY EVENTS

11.06.2026	16.00 - 20.00	Entrepreneurship Day
17.11.2026	16.00 – 21.00	Final Event

Required Task:

*Derive an initial industry, a thematic focus, or an idea from this that you would like to develop within the framework of the HD and assign it to the megatrend map or the impact map!
Combine these with SDGs that fit your topic area.*

TRENDS & TOPICS

- What do all these trends of the following reports have in common?
- What do they require from society, individuals, customers, etc.?
- Are there challenges that need to be solved?
- Skills or tools that need to be developed for this purpose?

Mandatory Readings

TECH & AI

https://www.mckinsey.com/capabilities/tech-and-ai/our-insights/the-top-trends-in-tech?utm_source=chatgpt.com

<https://www.gartner.com/en/information-technology/topics/technology-trends/>

BUSINESS

<https://www.ibm.com/thought-leadership/institute-business-value/en-us/report/business-trends-2026>

<https://www.forbes.com/sites/bernardmarr/2025/11/04/10-consumer-tech-trends-of-2026-you-cant-ignore/>

FOOD

<https://www.foodcampus.berlin/magazin/die-top-5-food-trends-2026>

INDUSTRY

<https://www.deloitte.com/us/en/insights/industry/manufacturing-industrial-products/manufacturing-industry-outlook.html>

DEFENSE

<https://www.mckinsey.com/industries/aerospace-and-defense/our-insights/what-comes-next-in-defense-tech>

ESG

<https://www.forbes.com/sites/bernardmarr/2025/10/17/5-esg-trends-that-will-shape-business-in-2026/>

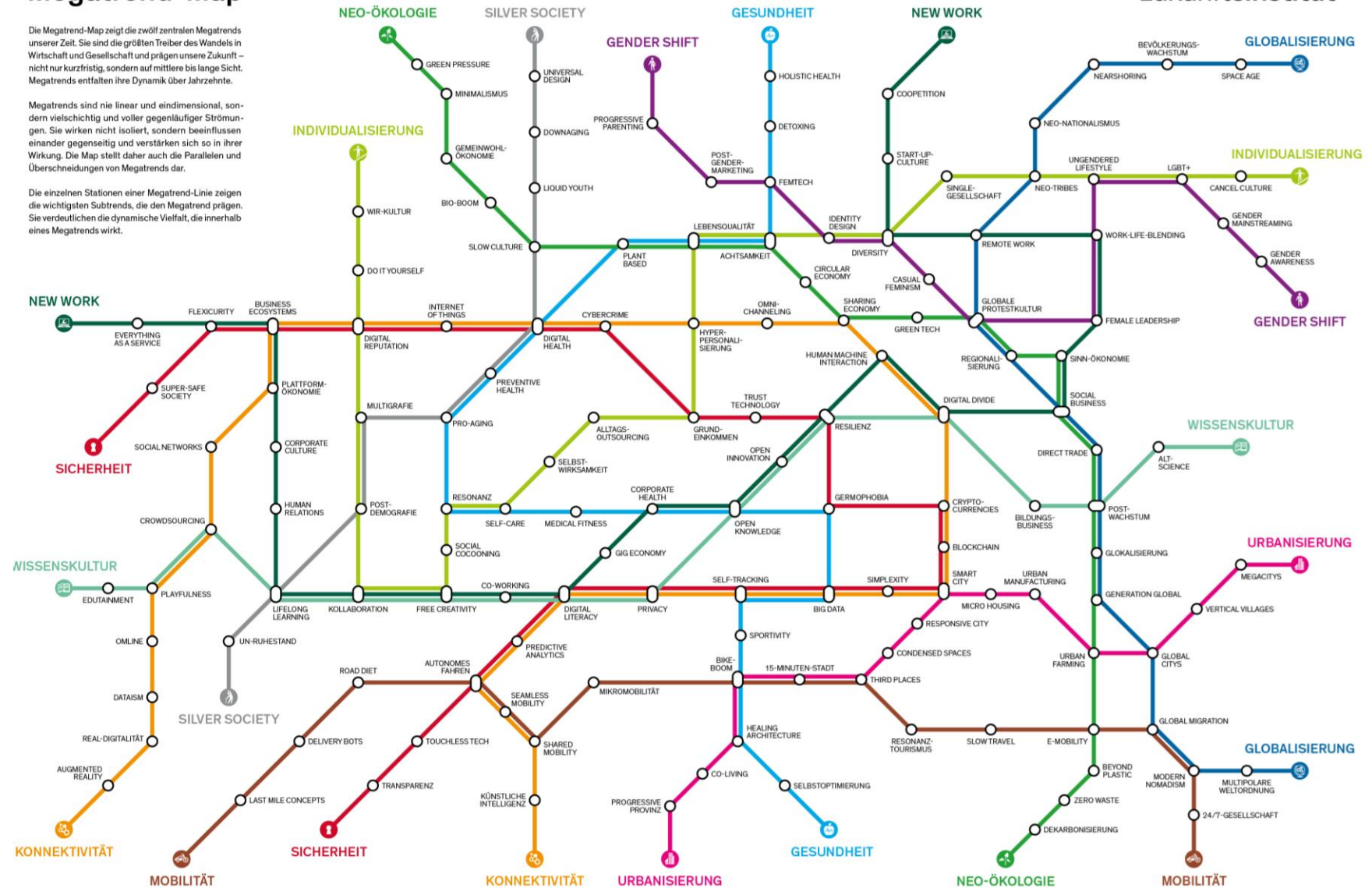
MEGATREND MAP

Megatrend-Map

Die Megatrend-Map zeigt die zwölf zentralen Megatrends unserer Zeit. Sie sind die größten Treiber des Wandels in Wirtschaft und Gesellschaft und prägen unsere Zukunft – nicht nur kurzfristig, sondern auf mittlere bis lange Sicht. Megatrends entfalten ihre Dynamik über Jahrzehnte.

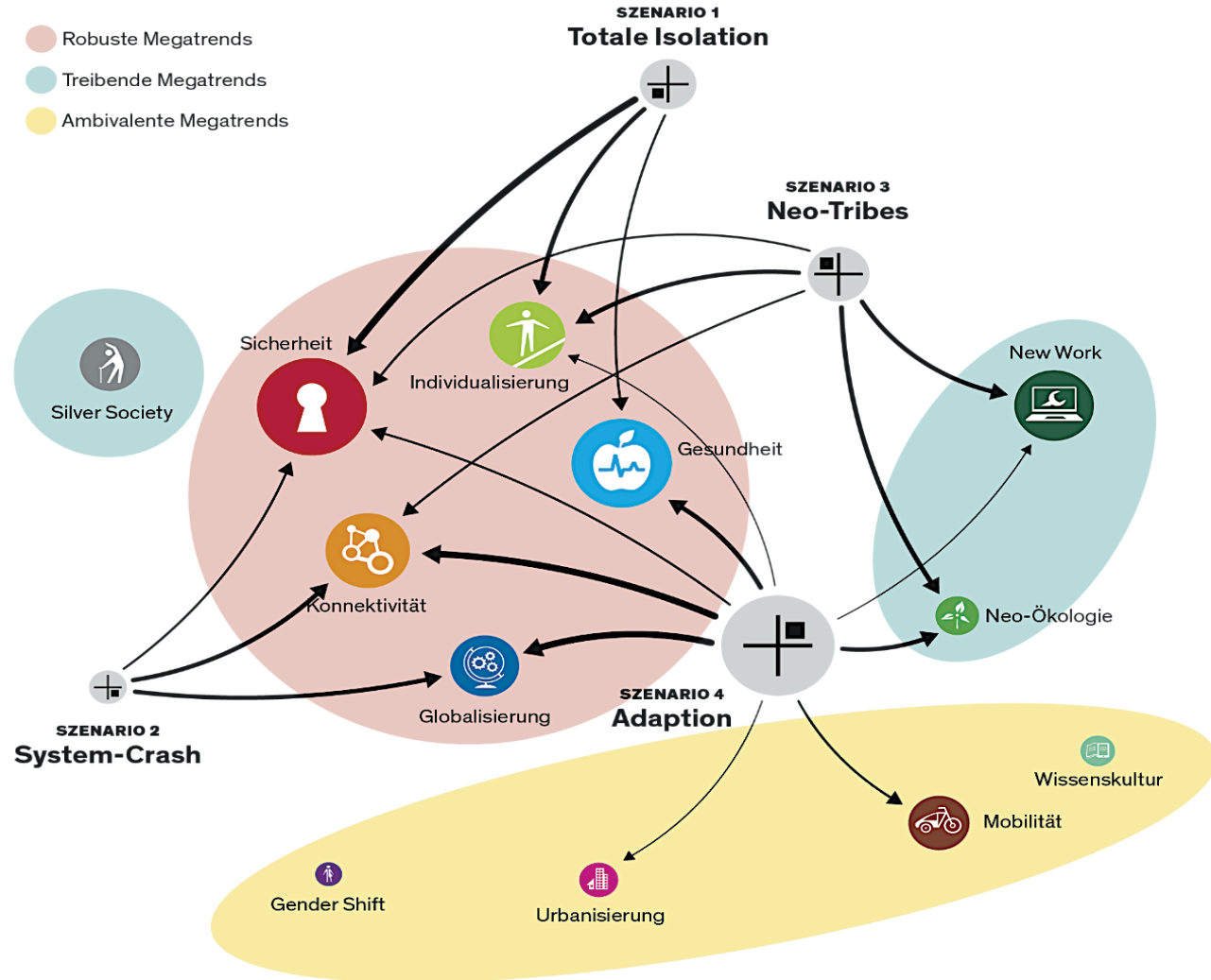
Megatrends sind nie linear und eindimensional, sondern vielschichtig und voller gegenläufiger Strömungen. Sie wirken nicht isoliert, sondern beeinflussen einander gegenseitig und verstärken sich so in ihrer Wirkung. Die Map stellt daher auch die Parallelen und Überschneidungen von Megatrends dar.

Die einzelnen Stationen einer Megatrend-Linie zeigen die wichtigsten Subtrends, die den Megatrend prägen. Sie verdeutlichen die dynamische Vielfalt, die innerhalb eines Megatrends wirkt.



IMPACT MAP

IMPACT MAP FÜR SZENARIEN UND MEGATRENDS



Quelle: Zukunftsinstitut, FAS Research

FORMALIA

- **Font size 12**
- **Times New Roman**
- **Justified, with hyphenation**
- **1.5 line spacing, 2.5 margins**
- **min. 2 pages, max. 5 pages**

Multi-stage work:

1. Reading and understanding trends
2. Taking time for reflection
3. Initial collection of ideas

Submission:

via Mail to maria.diekmann@uni-passau.de

Deadline: **April 1st, 2026**

REGISTRATION AFTER SUBMISSION:

StudIP

32766 for Bachelor Students

32866 for Master Students