

# Masterclass

## Open Innovation and Corporate Entrepreneurship



Henry Chesbrough



Marcel Dissel



Lüder Tockenbürger

From October 1th – 7th, the sixth Masterclass on Open Innovation and Corporate Entrepreneurship will be organized. This course teaches how to define and sharpen your business proposition in an Open Innovation setting. It is meant for entrepreneurs focusing on new business generation.

For this course we have invited a unique combination of three teachers leading the class, Prof. Henry Chesbrough who has introduced to the world the concept of Open innovation, Lüder Tockenbürger who is a professor at the Steinbeis University and an expert in Sales and Management and Marcel Dissel a CEO at the AO Foundation and specializes in Innovation and Business planning.

They will lead the class from the essentials of business development based on Open Innovation towards the ins and outs of new business generation addressing all elements key for a solid business proposition. Guest speakers will address venturing in the European context and on a global scale.

This course is open to corporate and startup entrepreneurs. Additional information can be found on the Corporate Entrepreneurship website at:

<http://masterclassfall2009.cisevents.hightechcampus.nl/>

I hope you can forward this message to those in your organization that would be good candidates for this course or consider joining the course yourself.

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