

# University of Hohenheim

Stuttgart, Germany



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**48**  
study programs

**143**  
partner universities in 43 countries

**8.965**  
total number of students

**1.892**  
average graduates per year

## Research, Teaching and Transfer – University of Hohenheim

As the University of Hohenheim has been founded in 1818 after devastating famines the structure and portfolio of the University of Hohenheim still reflects this founding mission. In addition to its excellence in basic research it has traditionally also been and is still committed to developing innovative solutions for some of society’s pressing problems. To do so, the University of Hohenheim engages in a unique combination of scientific disciplines in agricultural sciences, in natural sciences and in business, economics, and social sciences.

Today, the University’s mission statement focuses on the three main areas of the University of Hohenheim: research, teaching, and transfer. Teaching lays the foundation for lifelong learning. Students are supported during their studies and research to promote the ethics of scientific work and the development of competencies. Feedback is important to further improve our teaching and student support. We encourage students to actively participate in university committees and initiate the changes they want to see. Political and social challenges are the content of our courses, as we aim to strengthen students’ individual judgment. To foster entrepreneurial thinking in a holistic way, the Innovation Greenhouse, the entrepreneurship hub at the university, was established. The overall goal of the InnoGreenhouse is to strengthen the entrepreneurial mindset of students, scientists, and the entire University of Hohenheim in order to build an ecosystem that promotes entrepreneurial activity, sustainable innovation, personal growth, and impactful thinking.

### ENTREPRENEURSHIP EDUCATION INTEGRATION IN STUDY PROGRAMS

The University offers several entrepreneurship courses and extra-curricular modules across the academic degrees. During their bachelor studies, students can elect ‘Corporate Entrepreneurship’ – a course focused on the importance of corporate entrepreneurship for the competitiveness of established firms. Master students can elect the courses ‘Entrepreneurial Marketing’ and ‘Entrepreneurship’. The courses teach the fundamentals of entrepreneurship, the motives for entrepreneurial action and the competencies over the entire life



### THE ROLE OF UNIVERSITY OF HOHENHEIM IN EICAA

In the EICAA project, the project team will lead the piloting and data analysis. With its expertise, it contributes to all other work packages. In particular, with the experience in innovation and entrepreneurship, teaching the University of Hohenheim will provide support to the generation of the intervention repository, will test the interventions within its Bachelor and Master programs. Additionally, the team will pilot the EICAA-DP among the University of Hohenheim’s students and business partners.

The university was founded in 1818 after two bad harvests. The royal couple of Wilhelm the First and Katharina Pavlovna had to act immediately because famine and poverty reigned in Württemberg.

Since 1816, the year without summer, the University of Hohenheim has strived to use its scientific knowledge to promote sustainable production and feed future generations.



**„We should not only talk about what we need to learn, but also what we need to unlearn (and unteach) in entrepreneurship education in the face of our current crises. „Learn fast, fail fast“ is a good example. Learning takes time and positive impact take time. We have to unlearn that everything always has to be fast.“**

DR. KRISTINA BOGNER

cycle of a company. In the „Humboldt reloaded seminars“ students deal with start-up ideas and technology. Competencies such as „recognizing opportunities“ and „collaborating with others“ are the focus of these project seminars. As entrepreneurship also is a way of technology transfer with the goal of developing innovative solutions, other entrepreneurship courses and workshops are open for all members of the university and shall foster entrepreneurial thinking (such as the Startup Garage Hohenheim, the Bootcamp4Scientists, SEA: start courses, Hackathons, ...). In addition, the University of Hohenheim aims to position itself as a hotspot for startups from the bioeconomy.

### POSSIBILITIES OF PRACTICE-ORIENTED CASE OR FIELD STUDIES

The University of Hohenheim embraces start-up culture and tries to support its students and employees as much as possible. As part of the study program ‘International Business and Innovation’, students take part in an Innovation challenge in cooperation with STIHL and Agorize. Students learn to pitch ideas, work together as a team, and generate innovative ideas based on company guidelines.

As part of the project ‘Entrepreneurin’, (female) participants interested in starting their own business receive model innovative measures to test and acquire skills and abilities in an active exchange of experience that enable them to follow their own career path that can lead to a self-managed company. Mentors from small and medium-sized regional companies coach the participants to strengthen their abilities as part of a trainee program. Participants learn how to develop a business idea and train their personality.

In cooperation with the Innovation Greenhouse and fintgether, students can participate in a funding program to get pre-seed and early-stage start-up funding. With co-working spaces, financial advice, and workshops – participants are eager to learn from and with others to create an innovative environment.



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The Hohenheimer palace is the former summer residence of Duke Carl Eugen von Württemberg and was built on the model of Versailles. Today, it houses lecture halls, parts of the university library and state rooms for public events.

## 3 questions for

### Bernd Ebersberger

Head of the Department for Innovation Management at the University of Hohenheim, Stuttgart, Germany, where he coordinates the research network Innovation, Entrepreneurship & Finance (INEF) and leads the Innovation Greenhouse at the University of Hohenheim



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**What does your university want to accomplish when providing entrepreneurship education to students?** I have already said that we firmly believe that entrepreneurship skills are not given traits that some have and others don't. Our experience is that one can learn entrepreneurship skills. These skills help our students to contribute to the future they choose in a broad sense. For themselves, for society, now, and for the next generations. Our entrepreneurship education wants to support those who want to do something not despite the challenges ahead of us but because of them.

**What are the most important benefits of entrepreneurship education for students at your university?** An essential part of our entrepreneurship education is the opportunity for students to experience entrepreneurship beyond the classroom:

The Innovation Greenhouse is a 1.5 Mio Euro initiative supported by the German Federal Ministry of Economic Affairs and Energy and

the University of Hohenheim. The Innovation Greenhouse supports the development of the University of Hohenheim into a strong entrepreneurial university.

We offer courses, workshops, keynotes, discussions, and other extra-curricular educational offerings. We support nascent entrepreneurs to master early challenges in their journey to startup. Our seasoned coaches at the Innovation Greenhouse answer the fundamental questions that nascent entrepreneurs might have. We provide resources for developing ideas and for fostering their growth. And we connect nascent entrepreneurs with like-minded peers, more experienced mentors, or consultants.

**What do you want to achieve with your entrepreneurship education?** Our entrepreneurship education is part of a broader entrepreneurship ecosystem at the University of Hohenheim to promote sustainable innovation, help people grow, and empower impactful thinking.



## FACTS & FIGURES

# 3

faculties

Agricultural sciences  
(25.3 %)

Business, Economics  
and Social Sciences  
(22.2 %)

Natural Sciences  
(52.5 %)

# 15

bachelor  
programs

# 30

master  
programs

# 3

doctorate  
programs

# 6

double-degree  
programs



**“We need to teach skills that help address real world problems — while the future may be uncertain, problem-solving skills, collaboration, creativity, and innovation will always be needed.”**

LOUISA MACH

### FURTHER ENTREPRENEURIAL TRAINING FOR STAFF, EDUCATORS, ETC. (INTERNAL)

The University of Hohenheim offers ‘train-the-trainer’ workshops as part of the Social Entrepreneurship Academy (SEA). The SEA speakers teach interactive and exciting methods and tools that participants can use to support the brainstorming and implementation of social start-up models. At the same time, they become part of SEA’s international university network and teach ‘train-the-trainer’ courses at their universities. The goal is to establish a broad and impact-oriented higher education network for early-stage social entrepreneurship ideas.

In our Bootcamp4Scientists, researcher at the university get hands-on support and coaching for turning their research results into innovations.

### SUPPORT OF AND EXCHANGE WITH START-UPS & INNOVATION ACTIVITIES

The Innovation Greenhouse not only offers its service to students, but also to start-ups that need help getting a foothold in the market. They equip entrepreneurs with resources, material, and like-minded people to foster their growth and help them develop ideas. Through its connections to experienced mentors, the Innovation Greenhouse helps to find the right expert for

your start-up, or organize a mentoring session. Workshops such as confidence training or the possibility to use the Greenhouse as co-working space support nascent entrepreneurs become part of the entrepreneurial ecosystem. By serving on the jury of various innovation competitions and hosting events, the Innovation Greenhouse promotes the entrepreneurial culture at the University of Hohenheim.

### WIDER ROLE WITHIN ECONOMIC ECO-SYSTEM

The University of Hohenheim and the Innovation Greenhouse support entrepreneurship education in schools, entrepreneurship education for teachers, and business consulting. Through their initiatives, students should become interested in entrepreneurship and learn important skills. Teachers of business and economics are particularly concerned with intercultural and vocational education, inquiry-based learning in internships, and the history and theory of vocational education. In addition, there is a further focus on the didactics of economics with regard to new theory and practice concepts and teaching of entrepreneurial skills.



**„We strongly believe that entrepreneurship skills are not given traits that some have and others don’t. We strongly believe that one can learn entrepreneurship skills. These skills help our students to contribute to the future they choose in a broad sense. For themselves and the next generations.“**

PROF. DR. BERND EBERSBERGER



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The Hohenheimer Gardens are home to over 8,000 plant species and cover an area of over 30 hectares

The University of Hohenheim is home to three museums. The German Agricultural Museum displays a part of the German agricultural history on more than 5,700 square meters of exhibition space. The Museum of Zoology and Veterinary Medicine with the Hohenheim Xylotheke houses over 189 species of animals and artifacts that are over 200 years old. The History of Hohenheim Museum covers over 900 years of Hohenheim history – from the first documented mention of Hohenheim to today’s university.