

- INNOVATION &
- TECHNOLOGY
- MANAGEMENT

MASTERCLASS

3 Tracks | 29 October - 8 November 2019

Speaker: Prof. Dr. rer. nat. Edward G. Krubasik

FOCUS YOUR
STRATEGIES

INNOVATE
YOUR BUSINESS

LEARN FROM
THE INDUSTRY

Strategies, Tactics, Operations

Join Technical University of Munich Asia (TUM Asia) from 29 October - 8 November 2019 for an Innovation and Technology Management Masterclass. **The masterclass will explore material and anonymised examples from live company situations, combined with discussions of practical experiences through global industry speakers, and include an industry site visit in Singapore.**

The masterclass will also discuss how **organisations face innovation challenges**. Areas such as Semiconductors, Industrial Electronics, Automotive Electronics, LED Lighting, among others, will be discussed.

Split across **three different tracks**, each track covers key topics across 3 days (5-hour lectures) taught by TUM professor, Prof. Krubasik. Participants are able to select their preferred track(s).

ABOUT PROF. DR. RER. NAT. EDWARD G. KRUBASIK



Prof. Krubasik holds a PhD in nuclear physics from Karlsruhe Institute of Technology and an MBA from INSEAD in Fontainebleau. He has served for 10 years on the Siemens Executive Board responsible for the Industrial and Mobility Businesses and Central Technology. Earlier he was Director at McKinsey & Company, Inc. where he has been leading the Global Innovation and Technology Practice. He has served in many non-executive director positions and has been teaching at Technical University of Munich for many years and at INSEAD in MBA and Directors' Programmes.

TRACK 1

HIGH-TECH R&D AND BUSINESS STRATEGIES

29 - 31 October 2019

9am - 12pm, 1pm - 3pm

- Innovation vs. Invention
- Innovation Creating Value for all Stakeholders
- Four Forces of Innovation
- Technological Discontinuities and S-Curves
- Future Technology growth areas;
e.g Robotics and Artificial Intelligence

TRACK 2

INNOVATION- DRIVEN BUSINESS DEVELOPMENT

1, 4 - 5 November 2019

9am - 12pm, 1pm - 3pm*

*On 5 Nov, the timing is from
9am - 12pm, 3pm - 5:30pm

- Innovation driving Cost Reduction and Growth: Innovation, productivity and restructuring
- Managing Uncertainties: Technology Discontinuities, Scenario Techniques, Alternative Paths
- Development Tactics, Shortening Development Times
- Software Development: System Engineering, SCRUM

TRACK 3

INNOVATIVE BUSINESS SYSTEMS

6 - 8 November 2019

9am - 12pm, 1pm - 3pm

- Creating Value to the Customer and High-Tech Marketing
- Service Innovations and Business System Innovation
- Innovation-driven Economic Cycles
- Venture capital, Start-ups and Financing of innovation: Lessons for Entrepreneurs & Investors

INDUSTRY GUEST SPEAKER 30 October 2019, 1pm - 3pm

Mr. Ang Wee Seng,
Executive Director of Singapore
Semiconductor Industry Association
(SSIA)

INDUSTRY GUEST SPEAKER 4 November 2019, 1pm - 3pm

Dr. David Lacey,
Director of Research & Innovation
of OSRAM Lighting

INDUSTRY GUEST SPEAKER 6 November 2019, 1pm - 3pm

Mr. Nico Kelling,
Infineon Technologies AG

INDUSTRY SITE VISIT 5 November 2019, 3pm - 5:30pm

Visit to The Siemens Center led by
Dr. Armin Bruck, President & CEO
of Siemens

INDUSTRY GUEST SPEAKER 7 November 2019, 1pm - 3pm

Mr. Lo Kien Foh,
Managing Director of
Continental Automotive Singapore

VENUE:

**Technical University of Munich Asia (TUM Asia)
Level 5, SR5B
510 Dover Road, SIT@SP Building, Singapore 139660**

TRACK 1 FEES

\$300 (3 days)

TRACK 2 FEES

\$300 (3 days)

TRACK 3 FEES

\$300 (3 days)

MASTERCLASS FEES

\$900 (9 days)

**FOR MORE INFORMATION OR TO REGISTER, PLEASE VISIT:
www.tum-asia.edu.sg/ITMMasterclass**