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Soggetti	Accounting Bookkeeping Management—Study and teaching Management Industrial management New business enterprises Accounting/Auditing Management Education Innovation/Technology Management Start-Ups/Venture Capital Financial Accounting
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Nota di contenuto	Chapter 1: Case: The renewed case seminar -- Chapter 2: Supporting companies and participating managers in case study presentations -- Chapter 3: Case: unu GmbH: Sharing is caring – a suitable business model for e-scooter in Germany -- Chapter 4: Case: UBS – Acquisiton of Commerzbank AG as a possible growth strategy.
Sommario/riassunto	Most business schools use case studies in their courses. However, these are typically based on past cases and assigned to students to solve. This book describes a new approach for teaching with case studies, which was developed and applied successfully at TUM School of Management. In this approach, student teams write and solve their own case study on a topic concerning current and future businesses. A

case can thus be on their own startup or a strategic decision of existing companies. During the course, the students receive intensive coaching while selecting and developing the case topic by the course advisors as well as feedback by industry experts and executives for whom the case is actually a burning question. The authors present 17 cases covering strategic questions for startups and technology companies such as Deutsche Post, BMW, Ryanair, Lufthansa, Stadtwerke München, Fielmann, adidas, Siemens, Caribou Biosciences, eon, Airbus, Unicredit and UBS.
