



## **20 years of Bavaria-wide management and entrepreneurship competition**

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In the winter semester of 2003/04, a Bavaria-wide pilot project was launched for the first time at the then Regensburg University of Applied Sciences to raise students' awareness of start-ups and entrepreneurship at an early stage. The competition will celebrate its 20th anniversary in 2023 under the name priME Cup Bavaria and, from 2015, Management Cup Bavaria. Over the 20 years, more than 10,000 students across Bavaria have taken part in the competition's events. The initiator and head of the project is Prof. Dr Josef Duttler from the Faculty of Computer Science and Mathematics, who is now retired and continues to organise the project throughout Bavaria. Read how the competition has developed sustainably to this day.

### The three-stage management and entrepreneurship competition

1st stage:

**Campus Cup** at the universities on the topic of founding a company

2nd stage:

**Master Cup** with companies on the topic of management

3rd stage:

**Champions Cup Bavaria (final)** on the topic of company succession



## The actors



### What are the benefits for me as a student?

- Practical knowledge for setting up a business
- Risk-free experience in corporate governance and management
- Compact workshop on business administration
- High additional benefit for students of non-BWL degree programmes
- Team competence
- Presentation skills
- Practice networks
- Have fun and learn successfully
- Valuable certificate of participation
- Increase my market value

### Why are we taking part as a university?

- Promoting key competences
- Sensitising our students to entrepreneurship
- Combining theory with practice
- Use of practical business simulations
- Interactive teaching and learning method (action learning)
- Risk-free competitive experience for our students
- Compulsory practical module with credit points (ECTS)
- Additional elective module with credit points (ECTS)
- Additional voluntary training programme
- Networking





### **Why are we participating as a company?**

- Encouraging students' enthusiasm for management tasks
- Insights into our everyday practice
- Contacts and networks
- Offers for internships, work experience and final theses
- Employer branding measure
- Recruiting measure for our target group
- Participation with company teams
- Management training for our junior staff
- Retention programme for our dual students and interns
- Social responsibility (corporate social responsibility)
- Increasing our level of awareness

## **10 participating universities and 17 colleges in Bavaria**

- Catholic University of Eichstätt-Ingolstadt
- LMU Munich
- TU Munich
- University of Augsburg
- University of Bamberg
- University of the Federal Armed Force Munich
- University of Erlangen-Nuremberg
- University of Passau
- University of Regensburg
- University of Würzburg
- FH/OTH Amberg-Weiden
- FH/HS Ansbach
- FH/TH Aschaffenburg
- FH/TH Augsburg
- FH/HS Coburg
- FH/TH Deggendorf
- FH/HS Fresenius Munich
- FH/HS Hof
- FH/TH Ingolstadt
- FH/HS Kempten
- FH/HS Landshut
- FH/HS Munich
- FH/HS Neu-Ulm
- FH/TH Nuremberg
- FH/OTH Regensburg
- FH/TH Rosenheim
- FH/TH Würzburg-Schweinfurt

## **22 participating companies and institutions**

- Astrium Munich
- Audi Ingolstadt
- BMW Munich
- Capgemini Munich
- Catenate Munich
- Conrad Hirschau
- Continental Regensburg
- Dachser Kempten
- GfK Nuremberg
- IBM Munich
- IHK Regensburg
- Infineon Regensburg
- Kronos Neutraubling
- Management-Kolleg Regensburg
- Maschinenfabrik Reinhausen
- Siemens Healthineers Kemnath

- DHL Munich
- EADS Munich
- Gerresheimer Regensburg
- Vitesco Regensburg
- Wacker Burghausen
- Webasto Stockdorf

## Historie der Sieger beim Champions-Cup Bayern



2004: FH Regensburg  
 2005: FH Deggendorf  
 2006: FH Ingolstadt  
 2007: FH Landshut  
 2008: FH Ingolstadt  
 2009: Uni Augsburg  
 2010: Uni Augsburg  
 2011: Kath. Uni Eichstätt-Ingolstadt  
 2012: LMU München  
 2013: HS Hof  
 2014: Uni der Bundeswehr München  
 2015: Audi Team Ingolstadt  
 2016: Siemens Team Kemnath  
 2017: Uni der Bundeswehr München  
 2018: Conrad Electronic Team Hirschau  
 2019: TH Ingolstadt  
 2020: Entfallen!  
 2021: HS Augsburg  
 2022: HS Coburg  
 2023: TH Ingolstadt

**Sieger 2004: FH Regensburg**



**Sieger 2023: TH Ingolstadt**



