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Steinbeis @GMU Project Report



Prepared by
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STEINBEIS HOCHSCHULE
**School of Management
and Technology**

**GEORGE
MASON**
UNIVERSITY






Executive Summary



Steinbeis@GMU was an cash-flow positive event hosted by IDIA showcasing innovative technology research, business instruction, and entrepreneurship training in the MIX at GMU. 55 international students from the Steinbeis School of Management and Technology attended a week of lectures and interactive experiences with the goal of learning about International Management within the American business landscape. Technology presenters shared their ready-for-market applications, entrepreneurs shared technologies that had been successfully translated to market, and business presenters shared insights about the practicalities of business and technology in the United States. Steinbeis students synthesized prior knowledge and information from the seminars to create socially-conscious business proposals which were evaluated by GMU faculty.

The first event was successful and several faculty expressed their desire to participate again immediately post-participation. Feedback from students and speakers is guiding the current iteration of Steinbies@GMU for 2025. In support of a more cohesive program, several improvements will be made to the next iteration of the program. This year more information has been provided to faculty participants and university stakeholders regarding the background of Steinbeis students, the companies with which they work for their theses, the goals of the Steinbeis@GMU program, and a clearer description of the ideal program. Other planned improvements for Steinbeis@GMU 2025 include the incorporation of a case study provided by a local SME and providing more interaction opportunities for GMU and Steinbeis students.



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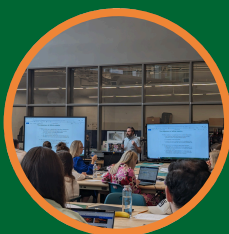
Project >>> Summary



Earlier this year, Steinbeis@GMU hosted 55 German Students in a week-long session which highlighted the innovative research being done at Mason. GMU faculty and graduate students shared technologies at the cutting-edge ready to be developed into socially-conscious business proposals by students.

Key Info:

- Hosted Steinbeis School of Management & Technology
- 5 days of programming at the MIX
- 14 Faculty, 5 Graduate Students, & 3 companies from GMU presented



The Core Team

Leadership



Peter Schupp

CEO OF STEINBEIS SCHOOL OF
MANAGEMENT AND TECHNOLOGY

Amarda Shehu

VICE PRESIDENT AND CEO OF
ARTIFICIAL INTELLIGENCE

Support Staff



Megan Herceg

GRADUATE ASSISTANT
AT GMU IDIA



Laura Leukhardt

STEINBEIS-IDIA LIASON &
COORDINATOR



Brigida Corsaro

STEINBEIS LEAD
COORDINATOR

Faculty & Staff Participants

Participants	Position	Participant	Position
Jiasun Li	Professor, CCB	Jace Chipman	Entrepreneur, Undergraduate, CEC
Katie Rosenbush	Professor, CCB	Christine Landoll	Director of Business Engagement, Professor, CCB
Cheryl Druehl	Senior Associate Dean for Faculty Affairs, Professor, CCB	Peng Warweg	Assistant Director of CAHMP
Pei Dong	Professor, CEC	Jonathan Auerback	Professor, CEC
Jinwei Ye	Professor, CEC	Facundo Airaud	Doctoral student, COS
Minyoung Kim	Doctoral student, CEC	Alonso Gabriel Ogueda	Doctoral student, COS
Amir Raj	Doctoral student, CEC	Patrick Vora	Professor, COS, Director of QSEC
Gisele Stolz	Senior Director of Entrepreneurship and Business Incubators, MEC	Vivian Genaro Motti	Professor, CEC
Soelem Bhuiyan	Doctoral student, CEC	Craig Yu	Professor, CEC
Leah Nichols	Executive Director of the Institute for a Sustainable Earth	Emanuela Marasco	Professor, CEC
JP Affret	Director Center for Assurance Research and Engineering, CEC, Director of Research Partnerships, CCB	Max Kazemzadeh	MIX Makerspace Manager & Events coordinator
Remi Veneziano	Entrepreneur, Professor, CEC	Lisa Shapiro	Assistant Director, Entrepreneurship Programs
Shrishti Singh	Entrepreneur, Former GMU PhD Student	With special thanks to: Patricia King, Rhonda Barton, Elizabeth Dean, The CPE team, & Brett Josephson	

The Key Elements of **Steinbeis@GMU**



01

Innovative Technology Research



02

Business Instruction



03

Entrepreneurial Instruction



04

Tech Transfer Case Study

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Program & Selected Topics

Tech & Innovation Topics

- Artificial Intelligence
- Augmented Reality
- Wearables
- I-CORPS & Startups
- Blockchain
- Biotechnology

Business Topics

- Soft Skills
- Innovation & Value Chain
- International Business



Case study

- Steinbeis students worked in teams to create a socially-conscious business proposal using the research presented by GMU faculty and students.
- This culminated in a final day of presentations, which were evaluated by Peter Schupp, Amarda Shehu, Megan Herceg, Christine Landoll, and Peng Warweg.

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Program Benefits



Module Goals:

- Didactic: Steinbeis students learn & practice technology transfer in an American context.
- Facilitating international connection and collaboration. The module connects GMU faculty students to Steinbeis students & companies working on technology transfer around the world.
- Elevating GMU's reputation for cutting-edge research and education globally.



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Module Feedback

Faculty:

- Faculty were impressed with the students and enjoyed interacting with them.
- Faculty wanted more background about the students and program.

Students:

- More interaction with GMU students.
- More cohesive program with additional depth per topic.
- Clarity of purpose, communicated in advance.



Integration

Peter Schupp visited GMU on 11/21 & 11/22 to meet with key faculty and staff. The goal was to provide an understanding of the Steinbeis educational model, student backgrounds, and the goals of the module. Providing this information allows the team to address the above comments, particularly in creating a cohesive program with a clear goal in which the faculty have a knowledge of their audience. Student involvement was also discussed.

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Budget & Resources



Budget

- **Cost to Mason: \$0**
- Positive Cash Flow to the MIX: \$5,000
- ExecEd Payments: \$7,200



Resources

- Personnel: 200+ Hours of Coordination & Content Creation
- 22 hours of GMU research communication, instruction, and campus activities

2025 Program

Expected changes to expenditures:

- The program is expected to cost less per student to Steinbeis due to a longer lead time on planning, the usage of previously prepared materials, and repeat faculty participation.



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Cultural Competency



Events



- Cultural Event: Steinbeis@GMU took students to downtown Washington DC to the Museum of American History.
- Farewell Party: At the conclusion of Steinbeis@GMU, students and faculty celebrated and mingled together with a short awards ceremony and light refreshments.





Steinbeis

Global Business Mastery Program

Navigating Markets, Tech, and Management Excellence

The School of Management and Technology (SMT) at Steinbeis University provides innovative degree programs that feature an integrated study and work methodology. Our students, referred to as "Fellows," shape their academic journey through a highly transfer-oriented project in diverse positions across a wide variety of German industries ranging from small and medium-sized enterprises to multinational corporations.

To tackle modern world business challenges, it is crucial to comprehend global business strategies and gain insights into diverse sociocultural norms that may be very different from their own. To this end, our Master's Fellows are required to attend two seminars abroad. These seminars provide excellent opportunities for our Fellows to learn about these concepts on-site, typically in the United States and Japan.

The "Global Business Mastery Program" – the one week seminar to be held in the United States - is a cornerstone of all SMT degree programs, delving into topics relevant to daily business management in today's VUCA (Volatility, Uncertainty, Complexity, Ambiguity) world, often within an intercultural context. The Seminar should aim to foster independent thinking, creativity, and boost entrepreneurial and intrapreneurial capabilities, driving progress in the Fellows' respective industries.



Steinbeis

About Steinbeis & PKS

Steinbeis University and its School of Management and Technology are enterprises in the Steinbeis Network, an international service provider in entrepreneurial knowledge and technology transfer. The University is state recognized and the Master and Bachelor Programs are accredited.

Following the principles of PKS® (Practical Knowledge and Skills), theoretical knowledge is transferred to practical application through seminar instruction, group collaboration, and visits to actual companies (or sessions with company managers at their premises) when applicable and feasible. In their individual culminating projects, our Fellows demonstrate their learning through a practical presentation that highlights the critical success factors and challenges associated with international engagements.

SMT faculty and company advisers collaborate closely with the Fellows throughout the entire degree program. The principles at the core of SMT's educational approach center on imparting comprehensive business and technology knowledge, fostering creative and ethical thinking in real-world contexts, and transferring this knowledge into practical and robust solutions.



Steinbeis

Students & Projects

MS Degree Programs

- Business Informatics
- Industrial Engineering
- Business Engineering
- Systems Engineering

Selected Partners

- Google
- Mercedes-Benz
- Zeiss
- Siemens



Example Projects

- Development of smart power controllers for power plants
- Data modeling and analysis
- Development of distribution networks
- Global brand management

