

# Lecture series

# RESEARCH AND INNOVATION IN BIG GLOBAL COMPANIES

Dr. Karl Hahn (former SVP, Central Research, BASF SE)



## LEARN ABOUT

- Basic economic terms (e.g. product life cycle, business model, intellectual property and portfolio management, market introduction and diffusion, etc.)
- Innovation process in global technology companies (e.g. Apple, Google, BASF etc.)
- Job requirements and job interview
- Disruptive vs. sustaining innovations
- Why it is so hard for big companies to be disruptive.
- How to make big companies disruptive again
- Innovation culture and entrepreneurship
- Insider insights from research, development, marketing, and production

## LECTURE SERIES FOR

- Students, PhD students, postdocs in all areas of Natural Sciences (Chemistry, Physics, Biology) Mathematics, and others

## PROGRAM

- 14 lectures, Wednesdays from 17:00 - 18:00
- Start of lecture series on 17th October 2018

## LOCATION

- Heidelberg University  
Small lecture hall (Kleiner Hörsaal)  
Im Neuenheimer Feld 252

This course is a joint event between

CONTACTS

Gesellschaft der Freunde  
Universität Heidelberg e.V.

FAKULTÄT FÜR CHEMIE  
UND GEOWISSENSCHAFTEN



UNIVERSITÄT  
HEIDELBERG  
ZUKUNFT  
SEIT 1386

Dr. Karl Hahn  
karl.hahn@alumni.uni-  
heidelberg.de  
+ 49 6221-543446