

Greeting address of the rector Prof. Dr. D. Müller-Böling IntEnt 92

Dear colleagues, ladies and gentlemen

I'm very glad that we have the opportunity to increase our knowledge and our activities in this conference. It is unrealistic to continue a thought- and economic-process which does not include a global approach to problems. Economic activities can't be kept back by border and in this way we have to find international solutions and answers. That's a difference to some former industrial waves. And that's the reason why we planned and organized IntEnt92 as an international conference.

Borders and walls are falling overnight, many former borders will be reestablished within a matter of days (if I look to Czechoslovakia or Jugoslavia or perhaps to the former Sowjetunion in these days). These are some of the most important events we have recently witnessed in Eastern Europe. But in the Western World the situation is different. Here borders and walls only exist - if they do at all - in the minds of the people. I believe and hope that this conference is going to help to remove some of these imaginary boundaries for the whole world.

Our world will have to be considered as what it is in reality: As an entity - as an interdependent economic, ecological and cultural area of many nations. And thus it is logical and consequent to discuss during this conference the actual questions of Entrepreneurship with qualified delegates from all over the world.

Dear guests

I am convinced that within the coming decades the development of our world will be marked by exceptional progress in many quantitative and qualitative dimensions.

Interdependent spin-off effects of these changes will reach far into all spheres of living. The world of the future, for example in thirty years, in which we and our children shall live, has not yet reached a concrete shape. This is still a vision at the most. But in order to bring this vision into line with reality, we'll have to combine the scientific, technical and economic findings with the vision and bind these together.

The results of scientific work as part of a policy have to be implemented mainly by means of private investment. I'm convinced, that we get a new wave of expansion in BUSINESS START-UP in the next time, not only by the German unification, also in connection with the European development: The effects of 1992 on the internal European market, together with the opening up of markets in Eastern Europe.

Dear guests

In recent years the University of Dortmund has followed the patterns of the structural and economic changes in our region. The University of Dortmund was founded in 1968, and at present has 22.000 students, 2.800 of whom are students of business-administration, economics and social sciences - the largest single group. Other subjects with large numbers of students are information science, machine engineering, electronics, and natural science.

Since 1985 our university has experienced the highest growth rate among the 15 universities of North Rhine-Westphalia. This applies to new students as well as to the total university attendance. In both cases we are by far the number one. This is quite a success but it also implies great responsibilities towards our students. Therefore this conference will play an important role in our academic life, as we shall integrate the results of the various speeches and discussions into the training and education of our students. This is an excellent investment in the future, since qualified and well trained students are always requested in several parts of the economic institutions.

Dear Guests

In spite of the importance, business start-ups represent for the economical development only a few institutions in Germany as well as in Europe are occupied in detail with the influence of the founder's character and training on the success of the enterprise. The lack of sufficient entrepreneurial training, especially concerning German universities, should be ameliorated by corresponding programmes, as far as possible being supported by a unified curriculum and a consensus of the essential contents. Only a small number of universities have got as far as instigating research or offering courses on this topic.

Nor is there as yet a chair of venture management or entrepreneurship anywhere to be found at German universities. German management teaching is still structured according to functions (procurement, production, marketing, controlling and so on), or institutions (industry, trade, banking, insurance and so on). Courses specially designed to take account of developmental aspects (founding, mature phase, liquidation) are also lacking.

Dear guests

At the University of Dortmund we intend therefore to combat these deficits by

- instigating a chair in entrepreneurship
- creating a guest professorship in entrepreneurship for lecturers from abroad
- building up an extra-mural entrepreneurial education centre.

Our basic idea is to set entrepreneurial education, through teaching and research, on a firm footing within the university. In addition, entrepreneurship education should be vigorously pursued outside the university on a commercial basis for a wide variety of target groups.

We are introducing into the faculty of business administration a further specialization in the form of entrepreneurship. So far no other German university has such a branch of managerial training. The lectures in this new area will be open also to students of engineering and natural science. To this end the university will inaugurate a professorial chair with assistant lecturers and administrative personnel.

Over and above the Stadtsparkasse Dortmund, a bank institute, will be providing the financial backing for a guest professorship, the so-called 'Schumpeter-Chair' which is intended to be filled by lecturers from abroad. They will have the opportunity of doing research and teaching in Dortmund for a period of three months to one year.

In parallel to the entrepreneurial training about to begin within the university, we intend to set up something similar on an extra-mural basis. Since the mid-80s there has been a spate of new firms founded in Dortmund. In the technology park around the university numerous firms have gradually settled. Altogether they have 3,000 employees.

The Entrepreneurial Education Centre, we plan, will offer courses for the following target groups:

- prospective self-employers
- owners/managers of young businesses
- owners/managers of growing firms
- trainers working in industry or in chambers of commerce
- venture managers.

It still remains to work out curricula geared to each target group. In doing this particular attention must be paid to

- educational background (engineer, economist) and
- professional experience, and the content varied accordingly.

In drawing my talk to a close I would say the following. Entrepreneurship education is an idea whose time has come in Europe. If we are indeed about to witness another wave of new firms in Europe we will certainly need it. For besides the political and economic conditions, if a newly business start-up is to prove successful the entrepreneur is of crucial importance. He must be

- innovative by nature
- capable of managing the economic and organizational structure of the enterprise and- expert in his field of business.

The training system we have had up to now has only fulfilled the third requirement - turning out excellent engineers, scientists and information experts. We still train managers largely on the model of the executive in the large company. Innovative and entrepreneurial aspects are still left completely out of account. This state of affairs dare not persist.

Our responsibility to society, to every person trying to set up in business, with all the risks that involves for themselves and their families, demands of us that we provide such people with the best possible qualifications for the job.

Dear guests

The organisation of this conference has been a complex problem. Therefore I may thank my colleague Heinz Klandt and his team, in front position Martina Althaus, for their impressive work in planning and organising that conference. Without their support and the sponsoring of private companies this conference would not take place today. Pleasure is guaranteed not at last by the visit of DAB Brewery this night. Dortmund is the beer-town number one in Europe. But as economists we all know the difference between consumers and producers. We are the number one in producers.

I wish all the participants a pleasant and successful time. I am convinced that your discussions will have a long-term impact upon us. The famous and well-known B.C. Forbes once said: 'If you don't drive your business, you will be driven out of business.' So, let us drive our business.

~~Thank you very much~~

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Greeting address of the rector

Prof. Dr. D. Müller-Böling

IntEnt 92

23. Juni 1992, 15.00 Uhr

Hotel Römischer Kaiser, Dortmund

Ladies and gentlemen
Dear colleagues ~~and dear guests~~
at first let me say some words in german for all the people, who aren't
able to follow the english language, especially some of our guests from Eastern Europe
I'm very glad that we have the opportunity to increase our
knowledge and our activities in this conference. It is unrealistic
to continue a thought- and economic-process which does not
includes a global approach to problems. Economic activities can't
be kept back by border and in this way we have to find
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The results of scientific work as part of a policy have to be implemented mainly by means of private investment. I'm convinced, that we get a new wave of expansion in BUSINESS START-UP in the next time, not only by the german unification, also in connection with the european development: The effects of 1993 on the internal European market, together with the opening up of markets in Eastern Europe.

Dear guests

In recent years the University of Dortmund has followed the patterns of the structural and economic changes in our region. The University of Dortmund was founded in 1968, and at present has 22.000 students, 2.800 of whom are students of business-administration, economics and social sciences - the largest single group. Other subjects with large numbers of students are information science, machine engineering, electronics, and natural science.

Since 1985 our ^{university} ~~institution~~ ^{all its} has experienced the highest growth rate among the universities of North Rhine-Westphalia. This applies to new students as well as to the total university attendance. In both cases we are by far the number one. This is quite a success but it also implies great responsibilities towards our students. Therefore this conference will play an important role in our academic life, as we shall integrate the results of the various speeches and discussions into the training and education of our students. This is an excellent investment in the future, since qualified and well trained students are always requested in several parts of the economic institutions.

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In spite of the importance, business start-ups represent for the economical development, only a few institutions in Germany as well as in Europe are occupied in detail with the influence of the founder's character and training on the success of the enterprise. The lack of sufficient entrepreneurial training, especially concerning German universities, should be ameliorated by corresponding programmes, as far as possible being supported by a unified curriculum and a consensus of the essential contents. ~~All the waves of economic activity have depended for their success on certain parameters:~~

- * a stable political situation
- * a social climate well-disposed towards innovation
- * availability of capital
- * potentially high demand.

Separate from all this, however, is the question of how significant for the success of the venture are the character and training of the founder.

Not until the beginning of the 70s, when a strong fall-off in the founding of new firms made itself felt, did this aspect of entrepreneurial activity come under the scrutiny of German managerial research. ~~This, however, could in no way be described as a wave.~~ Only a small number of universities have got as far as instigating research or offering courses on this topic.

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Nor is there as yet a chair of venture management or entrepreneurship anywhere to be found at German universities. German management teaching is still structured according to functions (procurement, production, marketing, controlling ^{and so on} etc.), or institutions (industry, trade, banking, insurance etc.).

Courses specially designed to take account of developmental aspects (founding, mature phase, liquidation) are also lacking.

~~Entrepreneurship education as such is not found as an institutionalized part of any university-chair in Germany - but we will solve this deficit in our university in the very next time.~~

Dear guests

~~It would seem that in Europe, but particularly in Germany, there are considerable deficits in the area of entrepreneurship education.~~ At the University of Dortmund we intend therefore to combat these deficits by

- * instigating a chair in entrepreneurship
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Our basic idea is to set entrepreneurial education, through teaching and research, on a firm footing within the university. In addition, entrepreneurship education should be vigorously pursued outside the university on a commercial basis for a wide variety of target groups.

We ^{are} ~~intend to~~ ^{ing} introduce into the ^{business administration} ~~economics~~ ^{faculty} department a further specialization in the form of entrepreneurship. So far no other german university has such a branch of managerial training. The lectures in this new area will be open also to students of engineering and natural science. To this end the university will inaugurate a professorial chair with assistant lecturers and administrative personnel.

Over and above ^{the Stadtsparkasse Dortmund, a bank institute} ~~this a bank will be~~ providing, ^{the so called Schumpeter-Chair} ~~initially for three~~ years, the financial backing for a guest professorship, which is intended to be filled by lecturers from abroad. They will have the opportunity of doing research and teaching in Dortmund for a period of three months to one year.

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 The ~~GAUS~~ Centre, ~~I hope that this centre will come,~~ will offer courses for the following target groups:

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