

Bachelor Seminar TEDx Talk

Philipps-University Marburg
B.Sc.-Program

Marburg, Winter Semester 2021/2022

Prof. Dr. Torsten Wulf
Lucas Comaro, M.Sc.
Philip Mundlos, M.Sc.

Philipps-University Marburg
Chair for Strategic and International Management



What is a TEDx Talk?

Basic information

A TED (abbr. for technology, entertainment & design) Talk is a showcase for speakers presenting great, well-formed ideas in front of an audience

TEDx Talks are independently organized TED events

Speakers have *less than 18 minutes* to present their ideas, as short talk models are designed to only demand the audiences attention for a short amount of time



TEDx Talks are a great way to share novel ideas and insights, that others might normally not come across

Bill Gates TED Talk



In 2015 Bill Gates predicted that the world could soon face pandemic with his TED Talk:

“The next outbreak? We’re not ready”

What is your
BIG IDEA
worth sharing?

Source: TED Talk

This semester there are five exciting topics you can choose from
TEDx Talk Topics



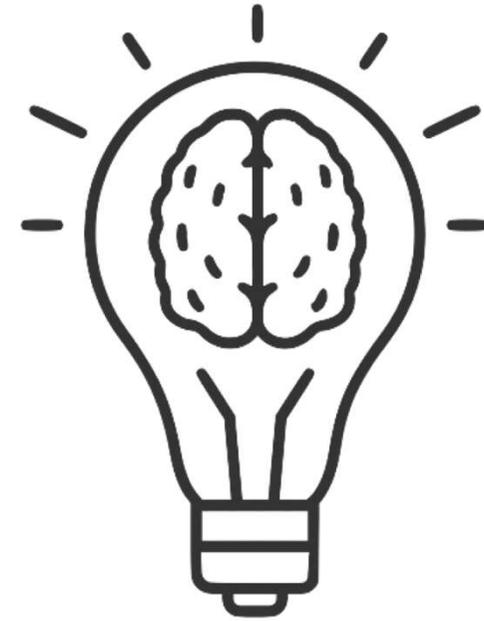
This semester there are five exciting topics to choose from

Examples of recent ideas about creativity

How can I use technical possibilities to increase my own creativity?



Why are children so much more creative than adults and what can you learn from them?



... the solution is up to you and your creativity

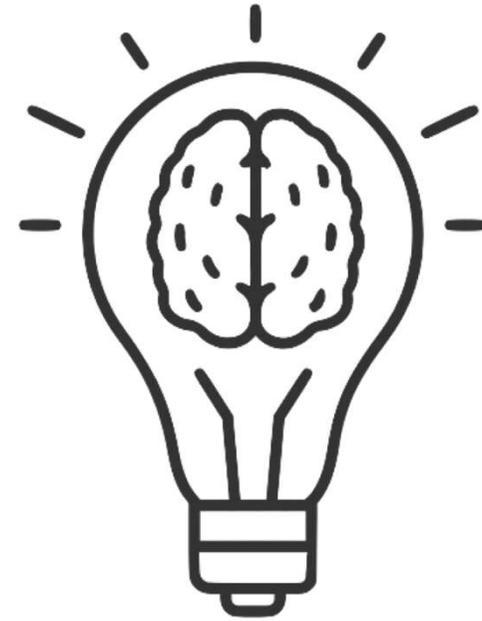
or whatever other ideas you might come up with...

This semester there are five exciting topics to choose from

Examples of recent ideas about communication

How social media leads to herd mentality and how to protect against it?

What obligations do social media platforms have to the greater good?



... the solution is up to you and your creativity

or whatever other ideas you might come up with...

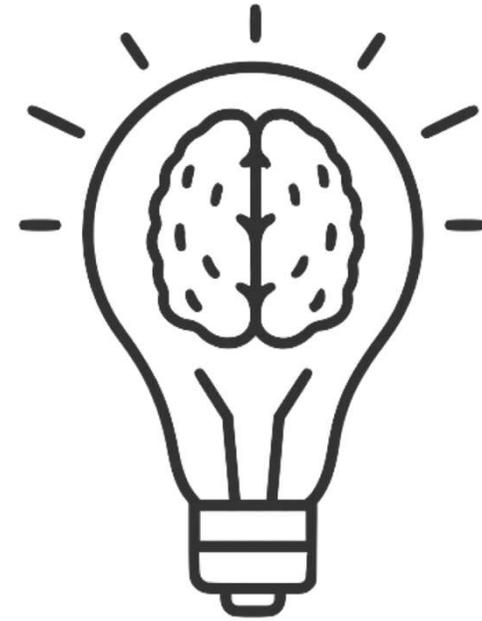
This semester there are five exciting topics to choose from

Examples of recent ideas about energy

How can we learn from nature to use energy more effectively?

What impact does my online shopping have on the environment?

Are vertical indoor farms going to be the future?



... the solution is up to you and your creativity

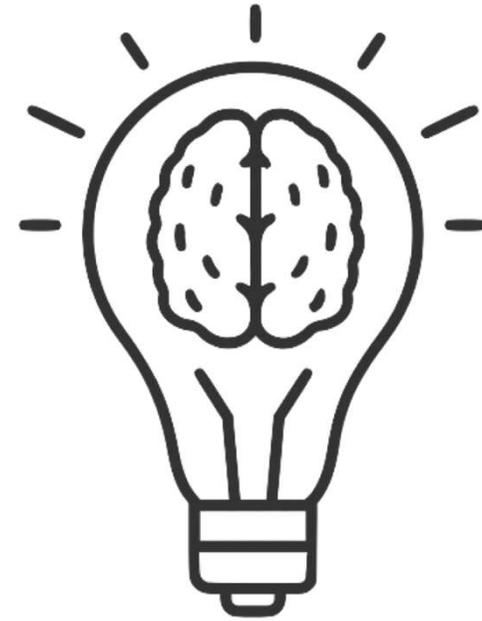
or whatever other ideas you might come up with...

This semester there are five exciting topics to choose from

Examples of recent ideas about urban planning

Sky is the limit? The
untapped potential of
underground cities.

What makes Marburg the capital
of blind people in Germany and
how could other cities learn from
it?



... the solution is up to
you and your
creativity

or whatever other ideas you might come up with...

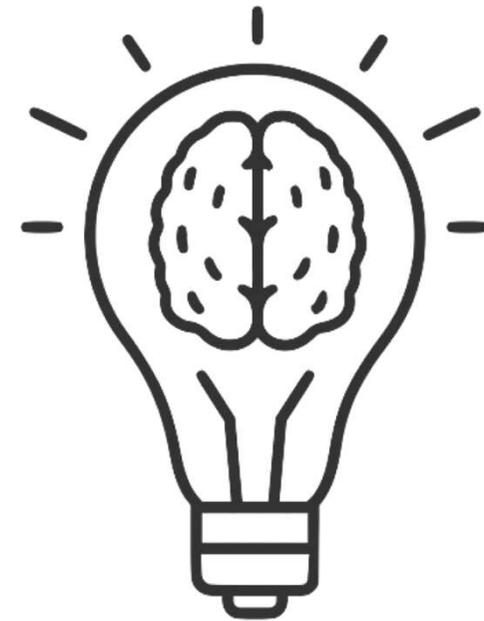
This semester there are five exciting topics to choose from

Examples of recent ideas about diseases

What can we learn from how animals deal with disease?

Could medicine / technology make us immortal?

2-3 Scenarios what a post-COVID 19 world could look like?

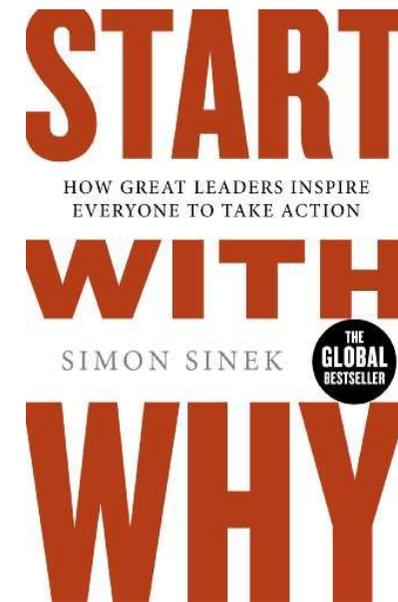
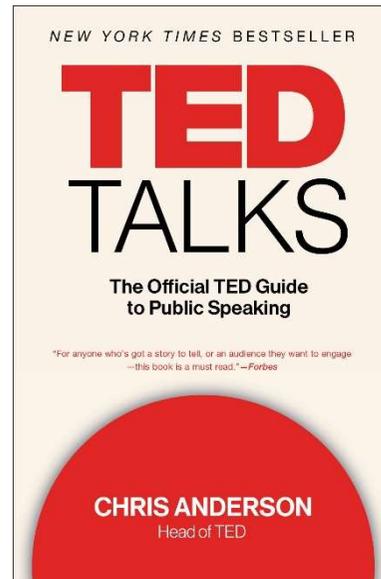
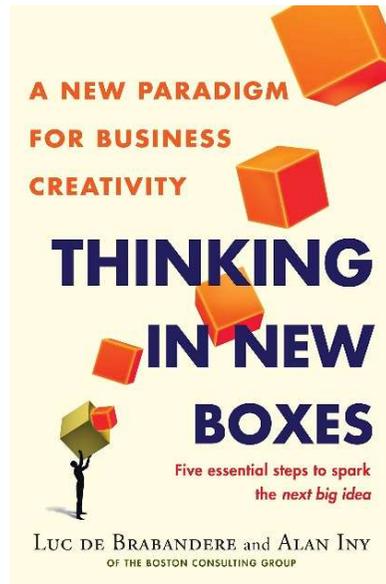


... the solution is up to you and your creativity

or whatever other ideas you might come up with...

A variety of sources can be used for the TEDx Talk

Exemplary overview



... and many others.

Evaluation is based on the elaboration of a script and the speech

Process



Three meetings are planned for the module

Important dates

1 Kick-off

26.10.2021

- 14:00 – 16:00
- AA 209

- Introduction of topics
- Explanation of structure and procedures
- What makes a good TED Talk?

2 Discussion of Topic

By appointment

In person or online

3 Presentation

16.12.2021

- 10:00 – 16:00
- AP1