CURRICULUM M.A. INNOVATION AND ENTREPRENEURSHIP

DISTANCE LEARNING, 120 ECTS

Semester			Module	Course Code	Course	ECTS	Type of Exam
FT	PT I	PT II					
1. Semester	1. Semester	1. Semester	Product Development	DLMBPDDT01	Product Development	5	Exam
			Entre- and Intrapreneurship	DLMIEEEIS01	Entre- and Intrapreneurship	5	Exam
			Strategic Management	DLMBSME01	Strategic Management	5	Exam
		2. Semester	Digital Business Models	DLMIDBM01_E	Digital Business Models	5	Exam or Case Study
	2. Semester		Innovation and Entrepreneurial Ecosystems	DLMIEEIEE01	Innovation and Entrepreneurial Ecosystems	5	Exam
			Advanced Research Methods	DLMARM01	Advanced Research Methods	5	Written Assignment
2. Semester		3. Semester	Applied Marketing Research	DLMBCBR02	Applied Marketing Research	5	Exam
			Sales and Pricing	DLMBSPBE02	Sales and Pricing	5	Exam
	3. Semester		Design Thinking	DLMBPDDT02	Design Thinking	5	Project Report
		4. Semester	Lean Start Up	DLMIEELSU01	Lean Start Up	5	Exam
			Agile Project Management	DLMIEEAPM01	Agile Project Management	5	Case Study
	4. Semester	5. Semester	Seminar: Current Topics of Innovation and Entrepreneurship	DLMIEESCTIE01	Seminar: Current Topics of Innovation and Entrepreneurship	5	Research Essay
3. Semester			Business Model Design	DLMIEEBMD01	Business Model Design	5	Written Assignment
		6. Semester	Internet of Things	DLMBMMIIT01	Internet of Things	5	Exam
	5. Semester		ELECTIVE MODULE A *		e.g. Start Up Lab	10	
		7.	ELECTIVE MODULE B *		e.g. Data Science and Analytics	10	
4.	6.	8.	Master Thesis	MMTHE01 MMTHE02	Master Thesis Colloquium	273	Master Thesis
Total 120 ECTS							

Elective A and B

Start Up Lab
Artificial Intelligence
Data Science and Analytics
Big Data
IT Project and Architecture Management
Corporate Finance and Investment
Digital Transformation
Consumer Behavior and Brand Management
Leadership and Change
Performance Management

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You can find more information about your degree program in the module handbook on our website.