



## MASTERSTUDIUM MANAGEMENT BY INNOVATION

1. SEMESTER		
	SWS	ECTS
<b>Laboratories I</b>		
Trend Laboratory	3	6
<b>Wissens- und Methodenkompetenz I</b>		
Need Finding	3	4
Prototyping	4	5
<b>Wissenschaft I</b>		
Entrepreneurship Research	2	3
Technologies of Tomorrow	2	3
Innovation and Society	2	3
Innovation by Design	2	3
<b>Workshop I</b>		
Teamarbeit	2	3
<b>Summe</b>	<b>20</b>	<b>30</b>

2. SEMESTER		
	SWS	ECTS
<b>Laboratories II</b>		
Entrepreneurship Laboratory	3	6
<b>Wissens- und Methodenkompetenz II</b>		
Business Modelling	2	3
Company Finance & Valuation	2	3
Market Research	2	3
Brand Strategy	2	3
<b>Wissenschaft II</b>		
Family Business and Business Family	2	3
Basic of (Neuro) Marketing	2	3
<b>Workshop II</b>		
Verhandlungstraining	2	3
Präsentationstraining	2	3
<b>Summe</b>	<b>19</b>	<b>30</b>



<b>3. SEMESTER</b>		
	SWS	ECTS
<b>Laboratories III</b>		
Innovation Laboratory	4	9
<b>Wissens- und Methodenkompetenz III</b>		
Digital Marketing	2	3
Coding	2	3
Digital Design	4	5
<b>Wissenschaft III</b>		
Design Research	3	4
Wissenschaftliches Arbeiten	2	3
Intellectual Property Rights	2	3
Disruption in Organizations	2	3
<b>Workshop III</b>		
Projektmanagement	2	3
<b>Summe</b>	<b>23</b>	<b>36</b>
<b>4. SEMESTER</b>		
	SWS	ECTS
<b>Wissenschaft IV</b>		
Research Laboratory	2	2
Master Thesis	1	20
<b>Wahlfach</b>		
Wahlfach	2	2
<b>Summe</b>	<b>5</b>	<b>24</b>
<b>GESAMT [1. - 4. SEMESTER]</b>	<b>67</b>	<b>120</b>