



MASTERSTUDIUM MANAGEMENT BY INNOVATION

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

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



3. SEMESTER		
	SWS	ECTS
Laboratories III		
Innovation Laboratory	4	9
Wissens- und Methodenkompetenz III		
Social Media	2	3
Coding	2	3
User Interface Design	2	3
Wissenschaft III		
Wissenschaftliche Methoden	3	4
Wissenschaftliches Arbeiten	2	3
Intellectual Property Rights	2	3
Disruption in Organizations	2	3
Workshop III		
Projektmanagement	2	3
Summe	21	34
4. SEMESTER		
	SWS	ECTS
Wissenschaft IV		
Research Laboratory	2	2
Master Thesis	1	20
Workshop IV		
Pitch-Challenge in der Gründergarage	2	2
Wahlfach		
Wahlfach	2	2
Summe	7	26
GESAMT [1. - 4. SEMESTER]	67	120