MANAGEMENT BY INNOVATION

ndu.at

- 2 JAHRE
- MASTER
- STUDIUM
- GESTALTUNG
- WIRTSCHAFT

IDEATE 1 | PLAN 2 | MARKET 3 | RESEARCH 4

MODUL	1. SEMESTER	2. SEMESTER	3. SEMESTER	4. SEMESTER
Kernstudium	Trend Laboratory 6 ECTS	Entrepreneurship Laboratory 6 ECTS	Innovation Laboratory 9 ECTS	
Wissens- und Methodenkompetenz	Need Finding 4 ECTS Prototyping 5 ECTS	Business Modelling 3 ECTS Market Research 3 ECTS Company Finance & Valuation 3 ECTS Brand Strategy 3 ECTS	Digital Marketing 3 ECTS Coding 3 ECTS Digital Design 5 ECTS	
Wissenschaft	Entrepreneurship Research 3 ECTS Technologies of Tomorrow 3 ECTS Innovation and Society 3 ECTS Innovation by Design 3 ECTS	Familiy Business and Business Family 3 ECTS Basics of [Neuro] Marketing 3 ECTS	Design Research 4 ECTS Wissenschaftliches Arbeiten 3 ECTS Intellectual Property Rights 3 ECTS Disruption in Organizations 3 ECTS	Research Laboratory 2 ECTS Master Thesis 20 ECTS
Workshop	Teamarbeit 3 ECTS	Verhandlungstraining 3 ECTS Präsentationstraining 3 ECTS	Projektmanagement 3 ECTS	Wahlfach 2 ECTS

Wirtschaft | Theorie