

# Technical Entrepreneurship and Innovation

Abschluss: Master of Science

Modulplan | Studienverlauf | 3 Semester | Präsenzstudium

## Semester 3 Launch the Idea

Masterarbeit mit Kolloquium

ECTS 30

## Semester 2 Integrate and Expand the Idea

### Data Analysis

- Analytics and Statistics
- Market Research
- Big Data

ECTS 10

### Innovation and Growth I

- Innovation Management

ECTS 4

### Innovation and Growth II

- Scaling and Integration
- Internationalization

ECTS 6

### Projectwork B

- Negotiation and Conflict Management
- Projectwork B

ECTS 10

## Semester 1 Get and Shape the Idea

### Human Centred Design I

- User Experience Research and Design

ECTS 5

### Human Centred Design II

- Software and Hardware Prototyping
- Communication Strategy

ECTS 5

### Entrepreneurial Thinking

- Businessplan Development
- Innovation Basics
- Marketing

ECTS 10

### Projectwork A

- Kreativitätstechniken
- Projectwork A

ECTS 10