

Technical Entrepreneurship and Innovation

Abschluss: Master of Science

Modulplan | Studienverlauf | 4 Semester | Präsenzstudium | incl. Praxis-/Auslandssemester

Semester 4
Launch the Idea

Masterarbeit mit Kolloquium

ECTS 30

Semester 3
Launch the Idea

Praxis- / Auslandssemester

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