

Master of Science in Business Administration

Major in Business Innovation & Entrepreneurship

Modulübersicht Herbst-Start | 4 Semester | Ausgabe Studienjahr 2022/23

	Digital Customer Management 6 Credits	Organisational Transformation & Change 6 Credits	Strategic Network & Ecosystem Management 6 Credits	Wissenschaftstheorie & Ethik 3 Credits	Qualitative Forschungsmethoden 3 Credits	Quantitative Forschungsmethoden 3 Credits
1. Semester						
2. Semester	Wissenschaftliches Praxisprojekt & Kolloquium 9 Credits	Entrepreneurial Management* 6 Credits	SME Consulting 6 Credits			
3. Semester	Business Innovation & Design 9 Credits	Law, Finance, Digitalisation & Ethics for Entrepreneurship 6 Credits	Vorstudie Master-Thesis 3 Credits			
4. Semester	Entrepreneurial Action 3 Credits	Study Week 3 Credits	Leadership & Management Simulation 6 Credits	Master-Thesis 12 Credits		

* oder ein Wahlmodul aus einem anderen Major:

- International Festival & Events Management kombiniert mit Sustainable Tourism Management
- Social Entrepreneurship (inkl. Auslandstudienreise)
- Digital Transformation in Society & the Economy
- People Management & Digital Transformation

Credits = ECTS Credits (1 Credit = 30 Std. Arbeitsaufwand für Studierende)