

Master of Science in Business Administration

Major in Business Innovation & Entrepreneurship

Programme content Spring-Start | 4 semester | Edition Academic Year 2022/23

1 st semester	Digital Customer Management* 6 credits	Organisational Transformation & Change 6 credits	Strategic Network & Ecosystem Management* 6 credits	Research Theory & Ethics 3 credits	Qualitative Research Methods 3 credits	Quantitative Research Methods 3 credits
2 nd semester	Applied Research Project & Colloquium 9 credits	Law, Finance, Digitalisation & Ethics for Entrepreneurship 6 credits	SME Consulting 6 credits			
3 rd semester	Entrepreneurial Management** 6 credits	International Study Week 3 credits	Leadership & Management Simulation 6 credits	Preliminary Study for the Master's Thesis 3 credits		
4 th semester	Business Innovation & Design 9 credits	Entrepreneurial Action 3 credits	Master's Thesis 12 credits			

* incl. Block Week in the 2nd semester

** or an elective module from a different Major:

- International Festival & Events Management combined with Sustainable Tourism Management
- Social Entrepreneurship (incl. a study trip abroad)
- Digital Transformation in Society & the Economy
- People Management and Digital Transformation

Credits = ECTS credits (1 credit = 30 hrs of student work)