

# Master of Science in Business Administration

## Major in Business Innovation & Entrepreneurship

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

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

**\* 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)