

M.A. Entrepreneurship

1. Semester

Startup Project 1

- From Entrepreneurial Opportunity to Business Idea

Innovation Competence

- Innovation Management
- Project Management
- New Business Models & Design Thinking

Finance

- Accounting
- Controlling & Integrated Business Planning
- Startup Financing

Entrepreneurship 1

- Basics, Process & Forms of Entrepreneurship
- Digital Business Entrepreneurship
- Business Development with Lean Startup

Leadership Skills

- Corporate Governance & Business Ethics
- Negotiation, Communication & Executive Presentations
- Cross Cultural Leadership

2. Semester

Startup Project 2

- Designing Business Model & Business Plan

Entrepreneurship 2

- Core Elements of a Business Plan
- Corporate Entrepreneurship
- Sustainability Entrepreneurship

Growth Management

- Company Growth & Exit Strategy
- Entrepreneurial Marketing & Sales
- Startups on Global Markets

Law

- International Business Law
- Commercial & Corporate Law
- Trademark & Competition Law

3. Semester

Auslandssemester

4. Semester

Master-Thesis

» FAST TRACK

Mit der Option Fast Track entfällt das Auslandssemester und du verkürzt das Pflichtpraktikum. Dadurch kannst du dein Studium in drei Semestern und mit 90 ECTS-Punkten absolvieren. Ein internationaler Doppelabschluss ist beim Fast Track nicht möglich. Bei Fragen hilft dir deine Studienberatung.