



Module Overview: Master Innovation and Entrepreneurship



PRE-MASTER (30 ECTS)

Semester 1 (Sept–Dec)

INNOVATION AND ENTREPRENEURSHIP

Innovation and Entrepreneurship Project I (3 ECTS)

Innovation and Entrepreneurship: Strategy and Business Design (6 ECTS)

- International Innovation Strategy & Leadership
- International Innovation and Entrepreneurship Models

Ideation and Prototyping (6 ECTS)

- Ideation and Co-Creation Techniques and Methods
- Prototyping Innovations
- Testing of Innovations/UX Research
- Product Design Sprint

Semester 2 (Jan–May)

Innovation and Entrepreneurship Project II (3 ECTS)

Innovation and Business Creation and Management (6 ECTS)

- Innovation Branding
- Digital Marketing
- Innovation Sales

Scaling Startups and Innovation Projects (6 ECTS)

- Organization Design for Innovation
- Innovation HR

Electives (2 out of 5) (6 ECTS)

Technology Trends, Understanding Social Startups, Independent Research Project, Success Factor Happiness, Project Management

INTERNATIONAL BUSINESS AND MANAGEMENT

International Business and Management (6 ECTS)

- Introduction to International Management
- Strategic Management
- Academic Writing for Business Studies

International Focus (1 out of 3) (3 ECTS)

- Business in Germany
- Business in Latin America
- Business in China

Foreign Languages (optional) (3 ECTS)

- German, Spanish, Chinese

International Focus (1 out of 5) (3 ECTS)

- Doing Business in Latin America: Case Studies and Scenarios
- Doing Business in China: Case Studies and Scenarios
- Business in the USA and Canada
- Business in Emerging Economies
- Business in Europe

Foreign Languages (optional) (3 ECTS)

- German, Spanish, Chinese

EXECUTIVE SKILLS

Communication in International Business (6 ECTS)

- Conscious Business Communication
- Business and Society
- Negotiation Skills

MBS Commitment

Responsible Leadership in a Global Context (5 ECTS)

- Conscious Business
- Business Ethics
- International Leadership

MBS Commitment (1 ECTS)

SEMESTER ABROAD OR STARTUP PROJECT (MIN. 15 WEEKS) (MIN. 15 ECTS)



MASTER THESIS (15 ECTS)



Total ECTS 90



Study Preparation: PRE-MASTER International Business

You are interested in obtaining a **Master Innovation and Entrepreneurship** degree at MBS, but you do not have a business-related degree? The Pre-Master International Business is a compact preparatory business program allowing you to qualify for the Master Innovation and Entrepreneurship at Munich Business School.

Within only 3 months (May-August), you will gain solid business foundation skills in management, finance, accounting, marketing, and communication. After successful completion of the Pre-Master International Business, you get direct entry into the Master Innovation and Entrepreneurship program starting in September.

PRE-MASTER International Business (30-33 ECTS)

Mid-May–August

Start: September



Application and Admission to the Pre-Master Program

The Pre-Master International Business is available for Bachelor graduates with an above-average university degree (in any field) from an accredited university. Very good English skills are required (TOEFL IBT min. 85/IELTS 6.5/ELS 112) as the whole program is entirely taught in English.

The two-step application process for the Pre-Master International Business at Munich Business School consists of a written application and a personal interview. Applicants for the Pre-Master program will only be accepted in combination with an application for the Master Innovation and Entrepreneurship or another Master program of Munich Business School.

For further information on the Master Innovation and Entrepreneurship, please visit

master.munich-business-school.de

Your Contact

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