



		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS
Program Specific Modules	Innovation and Entrepreneurship	Innovation & Entrepreneurship: Strategy and Business Design International Innovation Strategy & Leadership International Innovation and Entrepreneurship Models	6	Innovation and Business Creation and Management Innovation Branding Digital Marketing Innovation Sales	6	Auslandssemester ODER Praktikum ODER Startup Project Masterarbeit	min. 15
		Ideation and Prototyping Ideation and Co-Creation Techniques and Methods Prototyping Innovations Testing of Innovations / UX Research Product Design Sprint	6	Scaling Startups and Innovation Projects Organization Design for Innovation Innovation HR	6		
				Wahlfächer (2 von 5) Technology Trends, Understanding Social Startups, Independent Research Project, Success Factor Happiness, Applied Game Theory	6		
		Business Project	3	Business Project	3		
MBS Core Modules	Intern. Business & Management	International Business and Management International Strategic Management Organizational Behavior Conscious Business	6	Internationaler Fokus (1 von 5) Business in Europe Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies	3		15
		Internationaler Fokus (1 von 3) Business in Germany Business in Latin America Business in China	3				
		Fremdsprache (optional) German, Spanish, Chinese	(3)				
	Executive Skills	Communication in International Business Business Communication Business Ethics Negotiation Skills	6	Responsible Leadership in a Global Context Responsible Leadership Business and Society Master Thesis Preparation	5		
MBS Engagement			MBS Engagement	1			
Total ECTS 90							

Wir empfehlen internationalen Studierenden, Deutsch als Fremdsprache und den internationalen Fokus „Business in Germany“ (1. Semester) zu wählen.

