

# Course of Study Global Technology and Innovation Management & Entrepreneurship (Study Cohort w18)

Sample course plan A Joint Master Global Technology and Innovation Management & Entrepreneurship (JMTIE)  
Specialisation Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU)

Legend:

Core qualification Compulsory	Specialisation Compulsory	Focus Compulsory	Thesis Compulsory
Core qualification Elective Compulsory	Specialisation Elective Compulsory	Focus Elective Compulsory	Interdisciplinary complement

LP	Semester 1	Form	Hrs/wk	Semester 2	Form	Hrs/wk	Semester 3	Form	Hrs/wk	Semester 4	Form	Hrs/wk
1	<b>Technology Management</b>			<b>Marketing (Sales and Services / Innovation Marketing)</b>			<b>Business Modelling and System Dynamics (MU)</b>			<b>Master Thesis</b>		
2	Technology Management	PBL	3				Business Modelling and System Dynamics	VL	5			
3	Technology Management Seminar	PBL	2	PBL Marketing of Innovations	PBL	1						
4				Marketing of Innovations	VL	4						
5												
6												
7	<b>Product Planning</b>			<b>Global Innovation Management</b>			<b>Management in Practice (MU)</b>					
8	Product Planning	PBL	3	Managing Global Innovation	PBL	3	Management in Practice	VL	6			
9	Product Planning Seminar	PBL	2	Managing Global Innovation - Seminar	SE	2						
10												
11												
12												
13	<b>Corporate Entrepreneurship &amp; Growth</b>			<b>Innovation Management</b>			<b>Technology and Business (MU)</b>					
14	Corporate Entrepreneurship in the Digital Age	SE	3	Managing Innovations	PBL	3	Technology and Business	VL	6			
15	Entrepreneurial Finance	SE	2	Managing Innovations - Seminar	SE	2						
16												
17												
18												
19	<b>Project Seminar Innovation Marketing</b>			<b>Technology Entrepreneurship</b>			<b>Technology, Creativity and Innovation (MU)</b>					
20	Seminar Innovation Marketing	PS	4	Entrepreneurship	VL	2	Technology, Creativity and Innovation	VL	5			
21				Creation of Business Opportunities	PBL	3						
22												
23												
24												
25	<b>Marketing and Communication</b>			<b>Agile Design Methods</b>			<b>Business Research Methods (MU)</b>					
26	Business-to-Business Marketing	VL	2	Agile Design Methods	PS	3	Business Research Methods	VL	5			
27	Intercultural Management and Communication	VL	2	Agile Design Methods	VL	2						
28												
29	Case Studies of Marketing and Communication	UE	2				<b>Seminar Series on Innovation Management (MU)</b>					
30							Seminar Series on Innovation Management	SE	3			

