

Course of Study Global Technology and Innovation Management & Entrepreneurship (Study Cohort w19)

Legend:

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

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)

Semester	Specialisation Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU)				Semester 3			Semester 4			
	Module	Form	Hrs/wk		Module	Form	Hrs/wk	Module	Form	Hrs/wk	
1	Technology Management				Business Modelling and System Dynamics (MU)			Master Thesis			
2	Technology Management	PBL	3	Marketing (Sales and Services / Innovation Marketing)	PBL Marketing of Innovations	PBL	1		Business Modelling and System Dynamics	VL	5
3	Technology Management Seminar	PBL	2	Marketing of Innovations		VL	4				
4											
5											
6											
7	Product Planning				Global Innovation Management			Management in Practice (MU)			
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	Corporate Entrepreneurship & Growth				Innovation Management			Technology and Business (MU)			
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	Project Seminar Innovation Marketing				Technology Entrepreneurship			Technology, Creativity and Innovation (MU)			
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	Marketing and Communication				Agile Design Methods			Business Research Methods (MU)			
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	Case Studies of Marketing and Communication	GÜ	2								
29								Seminar Series on Innovation Management (MU)			
30								Seminar Series on Innovation Management	SE	3	

