

Exclosure to Subject Specific Regulations
from 25.07.2018
for Joint Master-Programme

Global Technology and Innovation Management & Entrepreneurship
at TUHH

Programme Director: Prof. Cornelius Herstatt

Total: 120 CP

Number of Specialisations to choose: 1



Course Scheme Joint Master Global Technology and Innovation Management & Entrepreneurship (JMTIE)

Consolidated Version
for Study Cohort: WiSe22/23
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and Approval of Chair from:
12.04.2023
Replaces Version from: 13.04.2022
In Force on: 01.10.2021
Out of Force on: 30.09.2025

Information regarding the lectures are available in the TUHH modul manuals as well as in the course catalogue.

Re-com. Term	Module						Examination			Course Work		
	Module Name (German / English)	Language	ModuleResponsability	Institute	C/EC (1)	CM/OM (2)	CP (4)	Grade	Examination Form(3)	Compulsory	Course Work Type	Bonus (in %)
Core Qualification Compulsory Courses: 42 LP Optional Courses: 18 LP												
1	Achtsamkeit und Kommunikation / Mindfulness and Communication	EN	Dr. Buse	W-7	C	CM	6	Y	SA			
1	Globales Innovationsmanagement / Global Innovation Management	EN	Dr. Buse	W-7	C	CM	6	Y	FFA			
1	Produktplanung (GTIME) / Product Planning (GTIME)	EN	Prof. Herstatt	W-7	C	CM	6	Y	KL			
1	Technologiemanagement (GTIME) / Technology Management (GTIME)	EN	Prof. Herstatt	W-7	C	CM	6	Y	KL			
1	Die Welt von morgen gestalten / Shaping the world of tomorrow	EN	NN	0-NIT	EC	CM	6	Y	SA			
1	Entrepreneurial Finance / Entrepreneurial Finance	EN	Prof. Ihl	W-11	EC	CM	6	Y	FFA	Y	GD	20
1	Legale Aspekte des Technologiemanagements / Legal Aspects of Technology Management	EN	NN	0-NIT	EC	CM	6	Y	SA			
1	Projektseminar Innovationsmarketing (GTIME) / Project Seminar Innovation Marketing (GTIME)	EN	Prof. Lüthje	W-3	EC	CM	6	Y	FFA			
1-2	Grundlagen der Unternehmensführung (GTIME) / Foundations of Corporate Management (GTIME)	EN	Dr. Buse	W-7	C	CM	6	Y	SA			
2	Digitale Transformation der Innovationswertschöpfungskette / Digital Transformation of the Innovation Value Chain	EN	Dr. Buse	W-7	C	CM	6	Y	FFA			
2	Nachhaltiges Innovationsmanagement / Sustainable Innovation Management	EN	Prof. Herstatt	W-7	C	CM	6	Y	KL			
2	Agile Design Methoden / Agile Design Methods	EN	Dr. Buse	W-7	EC	CM	6	Y	SA			
2	Kodierung / Coding	EN	NN	0-NIT	EC	CM	6	Y	FFA			

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2	Marketing (Vertrieb und Services / Innovationsmarketing) / Marketing (Sales and Services / Innovation Marketing)	EN	Prof. Lühjje	W-3	EC	CM	6	Y	FFA			
2	Technology Entrepreneurship / Technology Entrepreneurship	EN	Prof. Ihl	W-11	EC	CM	6	Y	FFA			
1-3	Nichttechnische Angebote im Master / Non-technical Courses for Master	DE / EN	Richter	0-TUHH	EC	OM	6	Selection out of seperatly published Catalogue				

Specialisation Entrepreneurial Business Engineering (AAU) Compulsory Courses: 15 LP Optional Courses: 15 LP

3	Semesterprojekt inkl. Umsetzung von unternehmerischen Ideen (AAU) / Semester Project incl. Executing Entrepreneurial Ideas (AAU)	EN	NN	0-Extern	C	CM	15	Y	MP			
3	Globale Umweltdynamik und die Reaktionen von Unternehmen (AAU) / Global Environmental Dynamics and Firms Responses (AAU)	EN	NN	0-Extern	EC	CM	5	Y	SA			
3	Gründung neuer Unternehmen / Corporate Entrepreneurship (AAU) / New Venture Creation / Corporate Entrepreneurship (AAU)	EN	NN	0-Extern	EC	CM	30	Y	MP			
3	Internationaler Vertrieb und Verhandlungsführung (AAU) / International Sales and Negotiations (AAU)	EN	NN	0-Extern	EC	CM	5	Y	SA			
3	Internationales Marketing (AAU) / Internatonal Marketing (AAU)	EN	NN	0-Extern	EC	CM	5	Y	SA			
3	Internationalisierung in aufstrebenden Produkt- und geographischen Märkten (AAU) / Internationalisation in Emerging Product and Geographic Markets (AAU)	EN	NN	0-Extern	EC	CM	5	Y	SA			
3	Internationalisierung verschiedener Organisationsformen (AAU) / Internationalisation of Diverse Organisational Forms (AAU)	EN	NN	0-Extern	EC	CM	5	Y	SA			
3	Kausale Datenwissenschaft für die Entscheidungsfindung in der Wirtschaft (AAU) / Causal Data Science for Decision Making in Business (AAU)	EN	NN	0-Extern	EC	CM	5	Y	SA			
3	Management der technologischen Innovation und angewandte Unternehmensmodellierung (AAU) / Management of Technological Innovation and Applied Business Modelling (AAU)	EN	NN	0-Extern	EC	CM	10	Y	MP			
3	Multinationale Konzerne und Innovation in Ökosystemen (AAU) / Multinational Corporations and Innovation Ecosystems (AAU)	EN	NN	0-Extern	EC	CM	5	Y	SA			

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3	Nachhaltigkeit und nicht-marktbezogene Strategie (AAU) / Sustainability and Non-Market Strategy (AAU)	EN	NN	0-Extern	EC	CM	5	Y	SA				
3	Projektbezogene wirtschaftliche Zusammenarbeit I (AAU) / Project Based Business Corporation I (AAU)	EN	NN	0-Extern	EC	CM	10	Y	MP				
3	Projektbezogene wirtschaftliche Zusammenarbeit II (AAU) / Project Based Business Corporation II (AAU)	EN	NN	0-Extern	EC	CM	15	Y	MP				
3	Projektbezogene wirtschaftliche Zusammenarbeit III (AAU) / Project Based Business Corporation III (AAU)	EN	NN	0-Extern	EC	CM	20	Y	MP				
3	Strategisches Markenmanagement (AAU) / Strategic Brand Management (AAU)	EN	NN	0-Extern	EC	CM	5	Y	SA				
3	Unternehmensdesign (AAU) / Business Design (AAU)	EN	NN	0-Extern	EC	CM	5	Y	MP				
3	Unternehmensgestaltung und Nachhaltigkeit (AAU) / Business Design and Sustainability (AAU)	EN	NN	0-Extern	EC	CM	5	Y	MP				
3	Unternehmerische Finanzen (AAU) / Entrepreneurial Finance (AAU)	EN	NN	0-Extern	EC	CM	5	Y	SA				
3	Unternehmerische Initiative, Management und Technologie (AAU) / Corporate Entrepreneurship, Management and Technology (AAU)	EN	NN	0-Extern	EC	CM	5	Y	MP				
3	Verantwortungsvolles Wirtschaften: Nachhaltigkeit, Compliance und Kontrollfragen (AAU) / Responsible Business: Sustainability, Compliance and Control Issues (AAU)	EN	NN	0-Extern	EC	CM	5	Y	SA				
3	Warenwirtschaft (AAU) / Commodity Economics (AAU)	EN	NN	0-Extern	EC	CM	30	Y	MP				
Specialisation Global Design Management (UoS) Compulsory Courses: 30 LP Optional Courses: 0 LP													
3	Design Management (UoS) / Design Management (UoS)	EN	Prof. Duffy	0-Extern	C	CM	5	Y	SA				
3	Global Design (UoS) / Global Design (UoS)	EN	Dr. Wodehouse	0-Extern	C	CM	5	Y	FFA				
3	Postgraduate Group Project (UoS) / Postgraduate Group Project (UoS)	EN	Dr. Nair	0-Extern	C	CM	20	Y	FFA				
Specialisation Opportunities and Challenges for Innovation Management in New Economic Powerhouses (MU) Compulsory Courses: 30 LP Optional Courses: 0 LP													
3	Business Modelling and System Dynamics (MU) / Business Modelling and System Dynamics (MU)	EN	Prof. Rodrigues	0-Extern	C	CM	5	Y	KL				
3	Den Dienstleistungsmarkt in Indien verstehen (MU) / Understanding the Service Market in India (MU)	EN	NN	0-Extern	C	CM	5	Y	KL				
3	Kommunikation über Kulturen hinweg (MU) / Communication Across Cultures (MU)	EN	NN	0-Extern	C	CM	5	Y	KL				

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3	Organisches Wachstum von Familienunternehmen in Indien (MU) / Organic Growth of Family-owned Business in India (MU)	EN	NN	0-Extern	C	CM	5	Y	KL			
3	Strategische Vorhaben / Strategic Operations (MU)	EN	Prof. Herstatt	0-Extern	C	CM	5	Y	KL			
3	Technology, Creativity and Innovation (MU) / Technology, Creativity and Innovation (MU)	EN	Prof. Prasad	0-Extern	C	CM	5	Y	KL			
Specialisation Technology and Innovation Management in Japan (APU) Compulsory Courses: 26 LP Optional Courses: 4 LP												
3	Information Technology Management (APU) / Information Technology Management (APU)	EN	Prof. Nakata	0-Extern	C	CM	4	Y	KL			
3	Japanese Corporations and Asia Pacific (APU) / Japanese Corporations and Asia Pacific (APU)	EN	Prof. Natsuda	0-Extern	C	CM	4	Y	KL			
3	Major Seminar (APU) / Major Seminar (APU)	EN	Prof. Beise-Zee	0-Extern	C	CM	6	Y	SA			
3	National Innovation Systems (APU) / National Innovation Systems (APU)	EN	Prof. Asgari	0-Extern	C	CM	4	Y	KL			
3	Quality and Operations Management (APU) / Quality and Operations Management (APU)	EN	Prof. Asgari	0-Extern	C	CM	4	Y	KL			
3	Technology Management (APU) / Technology Management (APU)	EN	Prof. Namba	0-Extern	C	CM	4	Y	KL			
3	Japanese I (APU) / Japanese I (APU)	4	Prof. Beise-Zee	0-Extern	EC	CM	4	Y	KL			
3	Management in Asia and Japan (APU) / Management in Asia and Japan (APU)	EN	Prof. Haidar	0-Extern	EC	CM	4	Y	KL			
3	Management of Japanese Family Businesses (APU) / Management of Japanese Family Businesses (APU)	EN	Prof. Yokoyama	0-Extern	EC	CM	4	Y	KL			
3	Project Management (APU) / Project Management (APU)	EN	Prof. Yamamura	0-Extern	EC	CM	4	Y	KL			
3	Supply Chain Management (APU) / Supply Chain Management (APU)	EN	Prof. Beise-Zee	0-Extern	EC	CM	4	Y	KL			
Specialisation Technology Venturing (KTU) Compulsory Courses: 30 LP Optional Courses: 0 LP												
3	Forschungsprojekt (KTU) / Reserach Project (KTU)	EN	NN	0-Extern	C	CM	5	Y	SA			
3	Kommunikation und Verhandlungsführung (KTU) / Communication and Negotiation (KTU)	EN	NN	0-Extern	C	CM	5	Y	KL			
3	Methoden der Datenanalyse (KTU) / Data Analysis Methods (KTU)	EN	NN	0-Extern	C	CM	5	Y	KL			
3	Strategisches Management (KTU) / Strategic Management (KTU)	EN	NN	0-Extern	C	CM	10	Y	KL			

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4	Business Models Innovation (KTU) / Business Models Innovation (KTU)	EN	Prof. Jucevičius	0-Extern	C	CM	5	Y	KL			
Specialisation Value-Driven Technology Business Development (TAU) Compulsory Courses: 25 LP Optional Courses: 5 LP												
3	Analyse und Kommunikation von Werten (TAU) / Analysing and Communicating Value (TAU)	EN	NN	0-Extern	C	CM	10	Y	SA			
3	Finanzmanagement für Vertrieb und Beschaffung (TAU) / Managerial Finance for Sales and Sourcing (TAU)	EN	NN	0-Extern	C	CM	5	Y	SA			
3	Grundlagen des industriellen Managements (TAU) / Basics of Industrial Management (TAU)	EN	NN	0-Extern	C	CM	5	Y	SA			
3	Operativer Vertrieb (TAU) / Managing Operative Sales (TAU)	EN	NN	0-Extern	C	CM	5	Y	SA			
3	Technologie in ein Geschäft verwandeln: Kommerzialisierung und Geschäftsmodellentwicklung (TAU) / Turning Technology into Business: Commercialization and Business Model Development (TAU)	EN	NN	0-Extern	EC	CM	5	Y	SA			
3	Technologien der Kreislaufwirtschaft in die Wirtschaft bringen (TAU) / Turning Circular Economy Technologies into Business (TAU)	EN	NN	0-Extern	EC	CM	5	Y	SA			
Thesis Compulsory Courses: 30 LP Optional Courses: 0 LP												
4	Masterarbeit / Master Thesis		It. FSPO	Not defined	C	CM	30	Y	It. FSPO			

Explanation:

¹C=Compulsory, EC=Elective Compulsory

²CM=Compulsory Defined Module, OM=Optional Defined Module

³KL=Written exam, SA=Written elaboration, FFA=Subject theoretical and practical work, MP=Oral exam, RE=Presentation, GD=Group discussion, It. FSPO=according to Subject Specific Regulations

⁴CP=Credit Points

⁵VL=Lecture, SE=Seminar, PBL=Project-/problem-based Learning, PS=Project Seminar

⁶DE=German, EN=English, DE/EN=German and English

⁷SWS=Contact hours