

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: WiSe23/24
en_head_sda
and Approval of Chair from:
12.04.2023
In Force on: 01.10.2023
Out of Force on: 30.09.2026

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

| | | Module | | | | | Examination | | | Course Work | | |
|---|--|----------|----------------------|-----------|----------|-----------|-------------|-------|---------------------|-------------|------------------|--------------|
| Re-com. Term | 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 | Globales Innovationsmanagement / Global Innovation Management | EN | Dr. Buse | W-7 | C | CM | 6 | Y | FFA | | | |
| 1 | Produktplanung (GTIME) / Product Planning (GTIME) | EN | Prof. Göldner | W-EXK2 | C | CM | 6 | Y | KL | Y | ÜA | 20 |
| 1 | Technologiemanagement (GTIME) / Technology Management (GTIME) | EN | Prof. Schweisfurth | W-13 | C | CM | 6 | Y | KL | | | |
| 1 | Verantwortungsvolle Führung und Kommunikation / Responsible Leadership and Communication | EN | Dr. Buse | W-7 | C | CM | 6 | Y | SA | | | |
| 1 | Datenwissenschaft und maschinelles Lernen für Manager / Data Science and Machine Learning for Managers | EN | Dr. Buse | 0-NIT | EC | CM | 6 | Y | SA | | | |
| 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 | 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 | Marketing (Vertrieb und Services / Innovationsmarketing) / Marketing (Sales and Services / Innovation Marketing) | EN | Prof. Lüthje | W-3 | 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 | Data-Driven Innovation / Data-Driven Innovation | EN | Prof. Göldner | W-EXK2 | EC | CM | 6 | Y | KL | Y | ÜA | 20 |

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| 2 | Digitale Transformation der Innovationswertschöpfungskette / Digital Transformation of the Innovation Value Chain | EN | Dr. Buse | W-7 | 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

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|---|---|----|----|----------|----|----|----|---|----|--|--|--|
| 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 | | | |

| | | Module | | | | | Examination | | | | Course Work | | |
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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 | | | | |

| | | Module | | | | | Examination | | | Course Work | | |
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| 3 | Kommunikation über Kulturen hinweg (MU) / Communication Across Cultures (MU) | EN | NN | 0-Extern | C | CM | 5 | Y | KL | | | |
| 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

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|---|---|----|-----------------|----------|----|----|---|---|----|--|--|--|
| 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

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|---|---|----|----|----------|---|----|---|---|----|--|--|--|
| 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 | | | |

| | | Module | | | | | Examination | | | Course Work | | |
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| 3 | Strategisches Management (KTU) / Strategic Management (KTU) | EN | NN | 0-Extern | C | CM | 10 | Y | KL | | | |
| 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, ÜA=Exercices, 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