




# Studienablaufplan - Leadership, Entrepreneurship & Innovation (M.A.) Vollzeit

| 1. Semester                                 | 2. Semester                                    | 3. Semester  | 4. Semester  |         |
|---|--|--|--|---------|
| Agiles Projektmanagement<br>5 ECTS          | Leadership & Strategie<br>5 ECTS               | Strategisches Human Resource Management & New Work<br>5 ECTS | Responsibility & Sustainability Management<br>5 ECTS |         |
| Projektfinanzierung & Pricing<br>5 ECTS     | Business Creation<br>5 ECTS                    | Business Development<br>5 ECTS                               | Masterarbeit<br>25 ECTS                              |         |
| Advanced Innovation Management<br>5 ECTS    | Recht & Steuern<br>5 ECTS                      | Strategisches Controlling<br>5 ECTS                          |  |         |
| User Experience & Prototyping<br>5 ECTS     | Projekt I<br>5 ECTS                            | Projekt II<br>5 ECTS   |  |         |
| Strategisches Marketingmanagement<br>5 ECTS | Digital & Data Driven Marketing<br>5 ECTS      | Data Science<br>5 ECTS                                       |  |         |
| Forschungsmethoden<br>5 ECTS                | Quantitative Methoden & Technologien<br>5 ECTS | Qualitative Methoden & Technologien<br>5 ECTS                |  |         |
| 30 ECTS                                     | 30 ECTS  | 30 ECTS  |  | 30 ECTS |

|   |                  |
|---|------------------|
|  | Leadership       |
|  | Entrepreneurship |
|  | Innovation       |
|  | Research         |