



✓ **MA – MAJOR MODULES (30 ECTS)**

The Major modules form the core of the Master study program. Subject matter will also be based on applied practice projects and the Master's Thesis. The purpose is to build entrepreneurial competence by offering practical opportunities to coach creativity, quick-wittedness and insight.

The Major modules are carried out in direct collaboration with the economic environment. The program features entrepreneurs as guest speakers or co-teachers, mentors and coaches.

▪ **Entrepreneurial Intention and New Venture (5 ECTS)**

The module "Entrepreneurial Intention and New Venture" begins with a short brush-up, in which the most important terms and definitions of management theory will be reviewed on the basis of an integrated management model. This will form the foundation of a reference framework based on which the central issues of establishing and developing an enterprise will be studied. Entrepreneurship will be understood as a process by which new business opportunities are discovered, evaluated and exploited. This process applies to all phases of a company's lifecycle: its formation, growth, and restructuring as well as the challenge of business succession.

▪ **Innovation in the Changing Business Environment (5 ECTS)**

The module "Innovation in the Changing Business Environment" teaches the fundamental concepts of Technology Entrepreneurship: for example, describing and classifying technologies or compiling research reports for economists (e.g. nanotechnology). Management and innovation processes will also be discussed during this class, including the design of research and development activities. The protection of intellectual property (IP) is another core theme that will be addressed by this module.

▪ **Business Planning (5 ECTS)**

This module teaches the objectives, structure, and the most important components of a business plan. Parallel to class instruction, innovative business ideas which must satisfy the evaluation criteria of customer benefits, market attractiveness, business model and money-making potential will be developed in project groups. The business idea will then be converted into a business plan which embraces all relevant elements of strategic and operative planning. The result of the project work will be presented to a jury for evaluation.



- **Entrepreneurial Finance (5 ECTS)**

In the module “Entrepreneurial Finance”, the financial and tax challenges facing companies from start-up and growth funding to all aspects surrounding the financing of a business succession will be discussed. In addition to the various forms of funding and its components, emphasis will be placed on company valuation for young and fast-growing enterprises. Furthermore, special forms of funding, such as Mezzanine, Leasing and Factoring will be explained. A final and essential element of the program includes an insight into Private Equity and Venture Capital financing.

- **Entrepreneurial Marketing & International Entrepreneurship (5 ECTS)**

The module “Entrepreneurial Marketing & International Entrepreneurship” is divided into two parts and first addresses the special challenges of marketing young enterprises. For example, low-budget marketing or the marketing and sales of high-tech products and services are some of the aspects highlighted during this class. Internationalizing SMEs will form the second main block of topics. In addition to the theoretical aspects of market entry strategies or ways of internationalizing SMEs, this course also covers actionable methods to successfully work in an international environment addressing both organizational and cultural aspects.

- **Growth Strategies (5 ECTS)**

The module “Growth Strategies” is devoted to the fundamental strategic and operative issues in transforming a young enterprise into a growing one. A frame of reference will be developed on this basis which allows the central questions of growth and development of an enterprise to be addressed and mastered successfully. Not only will the opportunities be discussed, but also the problems arising with the rapid and oftentimes chaotic growth of an emerging company.