

Curriculum MIM ab WS 2019/2020

Sem.	Module und Veranstaltungen	ECTS	SWS	
1.	Management Skills Project Management Decision Making	6	2 2	Pflichtmodule 30 Credits
	Basics of Innovation Management Building Blocks of Innovation Management Controlling of Innovations Technology Management		2 1 1	
	Strategic Management Strategy Planning & Execution Business Development and M&A	6	2 2	
	New Product Marketing New Product Marketing Market Research	6	2 2	
	Scientific Methods Business Research Organizational Behavior	6	2 2	
	Business Projects	6	2	
2.	Digitization and Innovation Digital Business Model Sustainable Enterprises	6	2 2	Pflichtmodule 30 Credits
	Customer Driven Innovation Customer Experience Design Innovation in Service Industries		2 2	
	Business Analytics Business Intelligence Data Science	6	2 2	
	Sustainability Management Ethics, Sustainability and Innovation Sustainability Management in practice	6	2 2	
	Business Projects	6	2	
3.	Masterarbeit			Pflichtmodul 30 Credits