

Program Structure of M.A. Business Innovation and Entrepreneurship (Fulltime)

Start of Study: Winter Term - Study Location: Campus Kemnath

No.	Modulegroups / Modules	Winter Semester		Summer Semester		Final Semester		Total		
		Contact Time (SWS)	ECTS	Contact Time (SWS)	ECTS	Contact Time (SWS)	ECTS	Contact Time (SWS)	ECTS	%
1	Getting started	24	30					24	30	33%
1.1	Innovation Sprint / Opportunity Workshop	4	5					4	5	
1.2	Business Innovation Lab	8	10					8	10	
1.3	Business Analytics for Decision Making	4	5					4	5	
1.4	Consumer Psychology & Behavioural Economics	4	5					4	5	
1.5	Negotiation and Communication for Entrepreneurs	4	5					4	5	
2	Getting in-depth Knowledge & Experience			22	30			22	30	33%
2.1	Venture Design Lab I: Idea & Validation			2	5			2	5	
2.2	Entrepreneurial Finance & Investment Strategies			4	5			4	5	
2.3	Venture Valuation & Financial Modelling			4	5			4	5	
2.4	Digital & Strategic Marketing for Innovators			4	5			4	5	
2.5	Legal and Tax Aspects of Entrepreneurship and Intrapreneurship			4	5			4	5	
2.6	Innovation and Intellectual Property Protection			4	5			4	5	
3	Getting focused					10	15	10	15	17%
3.1	Venture Design Lab II: Prototyping & Market Fit					2	5	2	5	
3.2	Social Entrepreneurship and Sustainable Innovation					4	5	4	5	
3.3	AI, Digital Innovation & Tech Commercialisation					4	5	4	5	
4	Master's Degree						15		15	17%
4.1	Master's Thesis						15		15	
	Total	24	30	22	30	10	30	56	90	100%