IU International

MASTER (M.A.) DIGITAL INNOVATION AND INTRAPRENEURSHIP

Digital innovation is absolutely necessary for companies to improve market performance, generate new business, and set themselves apart from competitors. This requires in-depth internal competence of the company to expertly initiate and implement innovation from within: intrapreneurship. This is precisely where the M.A. Digital Innovation and Intrapreneurship programme comes into play. It provides you with academically sound and practice-oriented education in the field of digital innovation and enables you to take on responsibility in a variety of corporate innovation management areas.

Degree
Master of Arts (M.A.)

Duration
12, 18, 24 months

Study start
Official start date: November 16th, 2022*.
Afterwards: Anytime

Credits
60 ECTS

Study model
Online

Fees
From €110 per month

*This programme is still in the process of accreditation and recognition. We expect approval from the relevant ministry by the programme's official start date. So far, all IU programmes have been accredited and approved successfully and on time.

Study Content

MODULE TITLE	SEMESTER	ECTS
	1	
Innovation and Entrepreneurial Ecosystems		5 ECTS
Entre- and Intrapreneurship		5 ECTS
Digital Business Models		5 ECTS
Disruptive Innovation		5 ECTS
Hybrid Project Management		5 ECTS
in Digital Transformation		5 ECTS
Advanced Research Methods		5 ECTS
	2	
Seminar: Current Topics of Innovation and Entrepreneurship		5 ECTS
Electives A		10 ECTS
Master Thesis and Colloquium		15 ECTS

CHOOSE YOUR ELECTIVES

Choose one elective from "Electives A" list:
– Start Up Lab
– Artificial Intelligence
– Data Science and Analytics
– Big Data
– IT Project and Architecture Management
– Corporate Finance and Investment
– Consumer Behavior and Brand Management
– Leadership and Change
– Performance Management
– Product Development and Design Thinking
– Agile Start Up Methods