



IU International

MASTER (M.A.) INNOVATION AND ENTREPRENEURSHIP

Digitalisation brings entirely new forms and dimensions of innovation, from start-up companies to small and medium-sized enterprises, and to multinational corporations. Entrepreneurship and innovation require both creativity and sound management knowledge. This is precisely where the online Master of Arts in Innovation and Entrepreneurship programme comes into play. This degree offers you scientifically sound and practice-oriented expertise in the field of innovation and entrepreneurship. This degree will help you to realise your own business ideas and enable you to take on responsibility in a variety of areas, bringing innovative management to companies.



Degree

Master of Arts (M.A.)



Duration

24, 36, 48 months



Study start

Official start date: May 16th, 2022*
Afterwards: Anytime



Credits

120 ECTS



Study model

Online



Fees

From €95 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
Innovation and Entrepreneurial Ecosystems	1	5 ECTS
Entre- and Intrapreneurship		5 ECTS
Strategic Management		5 ECTS
Business Model Design		5 ECTS
Product Development		5 ECTS
Advanced Research Methods		5 ECTS
Applied Marketing Research	2	5 ECTS
Sales and Pricing		5 ECTS
Agile Project Management		5 ECTS
Lean Start Up		5 ECTS
Design Thinking		5 ECTS
Seminar: Current Topics of Innovation and Entrepreneurship		5 ECTS
Digital Business Models	3	5 ECTS
Internet of Things		5 ECTS
Electives A		10 ECTS
Electives B		10 ECTS
Master Thesis & Colloquium	4	30 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
- Digital Transformation
- Consumer Behaviour and Brand Management
- Leadership and Change
- Performance Management

Choose one elective from

“Electives B” list:

- Start Up Lab
- Artificial Intelligence
- Data Science and Analytics
- Big Data
- IT Project and Architecture Management
- Corporate Finance and Investment
- Digital Transformation
- Consumer Behaviour and Brand Management
- Leadership and Change
- Performance Management