

CURRICULUM

MODULE 1: Strategy & Organization	MODULE 2: Entrepreneurial Finance & Accounting	MODULE 3: Marketing, Sales & Operations	MODULE 4: Leadership & Cooperation	MODULE 5: Entrepreneurship	MODULE 6: Innovation Management	MASTER'S THESIS
<ul style="list-style-type: none"> - Business Strategy - Strategy: Environments and Resources - Strategy Formulation - Organizational Design - Organizational Evolution 	<ul style="list-style-type: none"> - Financial Statements & Analysis - Management Accounting - Corporate Finance & Valuation - Value Based Management - New Venture Finance - Debt Financing 	<ul style="list-style-type: none"> - Marketing Strategy - Sales & Negotiation - Production & Supply Chain Management - Digital Marketing - E-Commerce 	<ul style="list-style-type: none"> - Leadership in the 21st Century - Authentic Leadership & Self-Reflection - Leading Teams and Individuals - Experience, Intuition & Decision Making - Entrepreneurial Leadership 	<ul style="list-style-type: none"> - Entrepreneurial Thinking in Management - Entrepreneurial Behavior & Teams - Business Design - Market Research - International Entrepreneurship - Entrepreneurial Growth - Social Entrepreneurship - Key Team Skills 	<ul style="list-style-type: none"> - Open Innovation - What can IP do for you as an innovator? - Sustainability as a Source of Innovation - Digital Disruption in Organizations and HR - Innovation Management - Digital Transformation 	<p>Understand the scientific method and how it allows for applying what you have learned in the different modules towards resolving a real-world problem.</p>

TEAM PROJECT

Learn about the key concepts that facilitate the early stages of an entrepreneurial process and apply them in teams. You will be challenged to identify an entrepreneurial opportunity, build a prototype, gather customer feedback, design a viable business model, define hypotheses and test them through structured experiments.

Key Topics:

- Opportunity Discovery and Evaluation
- Customer Discovery and Feedback
- Value Proposition Design
- Business Model Development
- Prototyping

INTERNATIONAL STUDY TRIP TO BERKELEY, SAN FRANCISCO AND THE BAY AREA

IMPACT PROJECT

Bring your own innovation or entrepreneurial project to life. Design all aspects of your business model and identify areas with potential to disrupt existing solutions. Secure support from stakeholders and evaluate implementation strategies. Reflect on the process with experts in your respective field.

Key Topics:

- Business Model Creation
- Pitch Deck Development
- Venture Financing
- Investor Pitching