UNIVERSITÄT DES SAARLANDES

Modulhandbuch

(Weiterbildungs-)Studiengang MBA Entrepreneurship & Innovation

Verantwortliche Fakultät / Zentrale Einrichtung

Faculty of Human and Business Sciences

Verantwortliche Fachrichtung

Department of Economics

Fassung vom

11.03.2026

Auf Grundlage der Studienordnung vom

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1 Übersicht über die Module

Semester	Modul	Modulelement	Typ	CP	SWS	Prüfungsleistung
1	**M1: Management Basics**	Strategic Management	Course	3	2	Graded course-work and graded term paper or graded exam
		Corporate Sustainability and Social Responsibility	Course	3	2	Graded course-work and graded term paper or graded exam
		Soft Skills	Course	3	2	Graded course-work and graded term paper or graded exam

Semester	Modul	Modulelement	Typ	CP	SWS	Prüfungsleistung
1-2	**M2: European Basics**	European Institutions	Course	3	2	Graded course-work and graded term paper or graded exam
		European Regulations	Course	3	2	Graded course-work and graded term paper or graded exam

Semester	Modul	Modulelement	Typ	CP	SWS	Prüfungsleistung
1-2	**M3: Financial Management**	Learning Business by Doing Business	Course	3	2	Graded course-work and graded term paper or graded exam
		Economics and Finance	Course	3	2	Graded course-work and graded term paper or graded exam

Semester	Modul	Modulelement	Typ	CP	SWS	Prüfungsleistung

1	**M4: Marketing and Management**	Marketing of Innovations	Course	3	2	Graded course-work and graded term paper or graded exam
		Consumer Behaviour	Course	3	2	Graded course-work and graded term paper or graded exam

Semester	Modul	Modulelement	Typ	CP	SWS	Prüfungsleistung
1	**M5: Operations Management & Data Analytics**	Business Model Development	Course	3	2	Graded course-work and graded term paper or graded exam
		Data Analytics Project	Course	3	2	Graded course-work and graded term paper or graded exam

Semester	Modul	Modulelement	Typ	CP	SWS	Prüfungsleistung
1-2	**M6: Entrepreneurial Management**	Entrepreneurship	Course	3	2	Graded course-work and graded term paper or graded exam
		Leadership and Human Resource Management	Course	3	2	Graded course-work and graded term paper or graded exam
		Entrepreneurial Management	Course	3	2	Graded course-work and graded term paper or graded exam
		Prototyping and Agile Project Management	Course	3	2	Graded course-work and graded term paper or graded exam

Semes-ter	Modul	Modulelement	Typ	CP	SWS	Prüfungsleistung
2	**Master Thesis**	Final Thesis		15		Thesis

2 Inhalte und Ziele des Studienangebots

2.1 Studienangebotsziele/Lernziele

2.1.1 Fachspezifische Kompetenzen

Ziel des weiterbildenden MBA-Studiengangs ist die wissenschaftlich fundierte, praxisorientierte Vermittlung von wirtschaftswissenschaftlichen Kompetenzen mit einem Fokus auf Entrepreneurship und Innovationsmanagement. Das Studium weist einen besonderen Bezug zu (eigenen oder unternehmensinternen) Gründungsaktivitäten und Innovationen auf und zielt darauf ab, Studierende für Gründungsvorhaben und die Führung eines Unternehmens zu qualifizieren. Der Abschluss unterstützt Gründer*innen bei Unternehmensgründungen. Zugleich sind Absolvent*innen in der Lage, in Unternehmen erfolgreich Innovationsprojekte zu leiten, zur Forschung und Entwicklung beizutragen oder Ausgründungen voranzubringen. Aufgrund der erworbenen fachspezifischen und interdisziplinären Kompetenzen und der internationalen Ausrichtung des Studiums werden Absolvent*innen für Tätigkeiten in Unternehmen unterschiedlicher Größe und geografischen Regionen befähigt.

2.1.2 Fachübergreifende Kompetenzen

Die unterschiedlichen Karrierewege der Teilnehmer*innen vor Aufnahme des Studiums bieten selbst schon eine Mischung deutlich unterscheidbarer Disziplinen. Die Integration der Kooperationspartner (z. B. Triathlon) und der Anrainerinstitute in die Lehre ist ein weites Beispiel der Interdisziplinarität, ergänzt durch die Bestellung externer, internationaler Dozierender.

Das Curriculum deckt ein breites Spektrum an Management- und Entrepreneurship-Aktivitäten ab und integriert politische, rechtliche, wirtschaftliche und kulturelle Aspekte. Weiterhin ist Unterrichts- und Prüfungssprache Englisch.

2.1.3 Berufsfeldspezifische Kompetenzen

Das Studium weist einen besonderen Bezug zu eigenen oder unternehmensinternen Gründungsaktivitäten und Innovationen auf und zielt darauf ab, Studierende für Gründungsvorhaben und die Führung eines Unternehmens zu qualifizieren. Der Abschluss unterstützt Gründer*innen bei Unternehmensgründungen. Zugleich sind Absolvent*innen in der Lage, in Unternehmen erfolgreich Innovationsprojekte zu leiten, zur Forschung und Entwicklung beizutragen oder Ausgründungen voranzubringen. Aufgrund der erworbenen fachspezifischen und interdisziplinären Kompetenzen und der internationalen Ausrichtung des Studiums werden Absolvent*innen für Tätigkeiten in Unternehmen unterschiedlicher Größe und geografischen Regionen befähigt.

3 Modulbeschreibungen

Modul 1 Management Basics					M1
Studiensemester[1]	Regelstudiensemester[2]	Turnus	Dauer	SWS	CP
1st semester	1st semester	Yearly WT	1 semester	6	9

Modulverantwortliche*r	Univ.-Prof. Dr. Bastian Popp			
Dozierende	Univ.-Prof. Dr. Bastian Popp Univ.-Prof. Dr.-Ing. Dr. Christian Berg Dr. Silvia Scheinert			
Zuordnung zum Curriculum *Pflichtmodul, Wahlmodul, etc.*	Compulsory module			
Zulassungsvoraussetzungen *Voraussetzung(en) für die Teilnahme (an Prüfungen)*				
Modulelemente *Lehr- und Lernformen, ggf. erwartete TN-Zahl*	Lehr- und Lernform	Bezeichnung	SWS	CP
	course	Strategic Management	2	3
	course	Corporate Sustainability and Social Responsibility	2	3
	course	Soft Skills	2	3
Leistungskontrollen *Leistungspunkte und Noten Voraussetzung für die Vergabe von Leistungspunkten*	Graded coursework and graded term paper or graded exam (for example: class participation, contribution to discussions, case studies). The weighting of the written grade counts at least 50 percent of the whole grade. Individual weighting of different performances will be determined by the course lecturer before the beginning of the course (→ course outline).			
Workload	Preparation time: 63h Contact hours: 83h Workload during module week: 60h Post-processing time: 64h			
Zusammensetzung der Modulnote *(vgl. Paragraf X der Prüfungsordnung)*	Proportionate subject to credit points			

[1] Empfohlenes Studiensemester (vgl. Angaben im Studienplan)
[2] Zeitraum, in dem das Modul innerhalb der Regelstudienzeit abgeschlossen wird

Inhalt(e)	Companies and start-ups need managers with knowledge in a broad range of general management topics and issues. Module 1 provides participants with basic theories and key concepts that will be deepened and practised during case studies and group work. The module also explores the difficulties in finding the best strategy to be successful. Nowadays, the new formula for success for companies is "behaviour of people and markets". The ability to analyse both people and markets is essential in order to make professional decisions in management. People are employees and customers with individual needs and cultures. Markets as well as products/ services are key players in management decisions. In the end, it´s the market that decides on success or failure. Management also has to deal with social responsibility towards the environment, society, customers, employees and other stakeholders. Moral and ethical aspects are therefore another crucial aspect of content. Participants learn about the most important concepts and how to apply them to the entire organisation and to different parts, functions and activities of an organisation. This also covers modern aspects such a corporate digital responsibility, and ethical questions surrounding artificial intelligence.
Lernziele/Kompetenzen	The first element of the first module of the MBA programme is a foundational course. It provides students with a basic understanding of management issues and introduces terms and definitions. Participants learn how to deal with complex situations in management on the basis of theories and models and explore questions like “Is differentiation a strategy for success?” They also learn the core concepts and tools for managing an organisation, including modern developments such as artificial intelligence. Furthermore, participants learn that management activities have to be measured on the basis of the ideas of sustainability (in an ecological, economic and social sense), which gain more and more importance in everyday life decisions. The second course of the first module gives participants a more in-depth insight into the various fields of sustainability in a company and shows how to put sustainability into action in organisations. The third course of the first module gives participants the opportunity to acquire and develop their soft skills in terms of business behaviour, rhetoric and

	presentation, project management as well as team training.
Weitere Informationen *Verwendbarkeit des Moduls* *Unterrichtssprache* *Ggf. Literatur*	Language: English Max. 30 participants. The number of participants is limited to guarantee an ideal working atmosphere and an optimal participants-lecturer ratio.

Modul 2 European Basics					M2
Studiensemester[1]	Regelstudiensemester[2]	Turnus	Dauer	SWS	CP
1st semester	1st semester	Yearly WT	2 semester	4	6

Modulverantwortliche*r	Univ.-Prof. Dr. Bastian Popp			
Dozierende	Dr. Julian Böcker Head of Public Affairs Brussels at EDEKA ZENTRALE Stiftung & Co. KG Univ.-Prof. Dr. Daniela Heid University of Applied Sciences Brühl/ Germany			
Zuordnung zum Curriculum *Pflichtmodul, Wahlmodul, etc.*	Compulsory module			
Zulassungsvoraussetzungen *Voraussetzung(en) für die Teilnahme (an Prüfungen)*				
Modulelemente	Lehr- und Lernform	Bezeichnung	SWS	CP
	course	European Institutions	2	3
	course	European Regulations	2	3
Leistungskontrollen *Leistungspunkte und Noten Voraussetzung für die Vergabe von Leistungspunkten*	Graded coursework and graded term paper or graded exam (for example: class participation, contribution to discussions, case studies). The weighting of the written grade counts at least 50 percent of the whole grade. Individual weighting of different performances will be determined by the course lecturer before the beginning of the course (→ course outline).			
Workload	Preparation time: 40h Contact hours: 54 Workload during module week: 40h Post-processing time: 46h			
Zusammensetzung der Modulnote *(vgl. Paragraf X der Prüfungsordnung)*	Proportionate subject to credit points			
Inhalt(e)	The course European Institutions deals with the understanding of the institutions in Europe. Policy-making in			

[1] Empfohlenes Studiensemester (vgl. Angaben im Studienplan)
[2] Zeitraum, in dem das Modul innerhalb der Regelstudienzeit abgeschlossen wird

	the European Union differs distinctly from political processes in nation-states. Students learn the peculiarity of new modes of governance which have been developed in the European Union. As the process of integration is an incremental development, emphasis is put on both historical aspects and recent developments. As the European Union has developed step by step the same holds true for relevant norms and values which were laid down in successive treaties. Another focus of the course is decision making in the European Union. The course European Regulations introduces the legal framework and the basic economic provisions of the EU. The operating approach is a mix of stand-up teaching for the more technical and theoretical subjects, and a series of case studies on topics which are particularly relevant to the business community: the basic legal principles of cooperation and harmonization in the European Union, the four freedoms in the Internal Market and, mainly, competition law in the meaning of mergers, cartels, abuse of dominant positions as well as the European state aid control system and relevant provisions. The module also includes relevant regulatory frameworks and directives for sustainability (e.g. "European Green Deal") or digitialization and artificial intelligence (e.g. Digital Services Act, EU AI Act)
Lernziele/Kompetenzen	This module introduces basic understanding of European integration in general and complex economic, political and legislative relations between countries in particular. Participants will gain fundamental insight into European basic conditions and regulations and learn how companies are affected by them. The courses provide an up-to-date analytical framework to illustrate current events and bring the excitement of international and especially European issues into the classroom. The courses give a deeper understanding of complex international interrelations and make participants consider those different aspects in prospective managerial dealings. Students obtain a broad insight into the policy making of the European Union which includes historical development, treaties, institutions, decision making, EU member states, integration theories, selected policies (market building and market correcting) and foreign and security policy. They

	learn how legal norms and political procedures influence doing business in an international and especially European context.
Weitere Informationen *Verwendbarkeit des Moduls* *Unterrichtssprache* *Ggf. Literatur*	Language: English Max. 30 participants. The number of participants is limited to guarantee an ideal working atmosphere and an optimal participants-lecturer ratio.

Modul 3					M3
Financial Management					
Studiensemester[1]	Regelstudiensemester[2]	Turnus	Dauer	SWS	CP
2nd semester	2nd semester	Yearly WT	2 semester	4	6

Modulverantwortliche*r	Univ.-Prof. Dr. Bastian Popp			
Dozierende	Univ.-Prof. Dr. Jan Wenzelburger Vice Dean of the Faculty of Business Studies and Economics RPTU University Kaiserslautern-Landau/ Germany Univ.-Prof. Dr. Christopher Hossfeld & Univ.-Prof. Emmanuel Zilberberg ESCP Europe/ France			
Zuordnung zum Curriculum *Pflichtmodul, Wahlmodul, etc.*	Compulsory module			
Zulassungsvoraussetzungen *Voraussetzung(en) für die Teilnahme (an Prüfungen)*				
Modulelemente	Lehr- und Lernform	Bezeichnung	SWS	CP
	course	Learning Business by Doing Business	2	3
	course	Economics and Finance	2	3
Leistungskontrollen *Leistungspunkte und Noten Voraussetzung für die Vergabe von Leistungspunkten*	Graded coursework and graded term paper or graded exam (for example: class participation, contribution to discussions, case studies). The weighting of the written grade counts at least 50 per cent of the whole grade. Individual weighting of different performances will be determined by the course lecturer before the beginning of the course (→ course outline). insufficient < 10 points			
Workload	Preparation time: 40h Contact hours: 54 Workload during module week: 43h			

[1] Empfohlenes Studiensemester (vgl. Angaben im Studienplan)
[2] Zeitraum, in dem das Modul innerhalb der Regelstudienzeit abgeschlossen wird

	Post-processing time: 43h
Zusammensetzung der Modulnote *(vgl. Paragraf X der Prüfungsordnung)*	Proportionate subject to credit points
Inhalt(e)	In analysing both real and monetary sides of the subject, the aim of the module Economics and Finance is to build up a simple unified framework for communicating grand traditional insights as well as the newest findings and approaches. The course Learning Business by Doing Business is a foundation course in financial accounting & reporting. The different elements of financial statements are treated in terms of content, presentation and analysis and the basics in accounting techniques are taught. The course relies on financial accounting by reorganizing the information produced to calculate costs, margins and profits. This course is not oriented towards calculation. It aims at developing critical thinking by questioning any cost calculation, which always represents an opinion about how resources are consumed by a cost object. It helps the participants to integrate the cost concepts in their (strategic) thinking and facilitates the dialogue with management accountants.
Lernziele/Kompetenzen	A deeper understanding of Economics and Finance is built up by the newest findings and approaches in real and monetary fields. The aim of this module is to teach basic principles and techniques of financial management. It focuses not only on theoretical basics, but rather on an application-oriented learning approach. Practical case studies are an inherent part of this module. The course Learning Business by Doing Business seeks to provide an understanding of financial information necessary to make decisions (for managers within an enterprise or investors and analysts outside a company). This is a forward-looking orientation. The second objective is to understand the financial implications of managerial decision-making in previous accounting periods. This is a backwards-looking orientation. The part on management accounting explores in detail the concepts of costs, margins and profits. Costs are, above all, a

	construction whose assumptions and limits must be understood. Despite being an introductory course, it offers critical insight into the work of management controllers and seeks to put into perspective certain misconceptions which often result in inappropriate decisions.
Weitere Informationen *Verwendbarkeit des Moduls* *Unterrichtssprache* *Ggf. Literatur*	Language: English Max. 30 participants. The number of participants is limited to guarantee an ideal working atmosphere and an optimal participants-lecturer ratio.

Modul 4 Marketing and Management					M4
Studiensemester[1]	Regelstudiensemester[2]	Turnus	Dauer	SWS	CP
2nd semester	2nd semester	Yearly WT	1 semester	4	6

Modulverantwortliche*r	Univ.-Prof. Dr. Bastian Popp			
Dozierende	Univ.-Prof. Dr. Sven Heidenreich Saarland University, Chair of Technology and Innovations Management Univ.-Prof. Dr. Andrea Gröppel-Klein Chair of Marketing Saarland University/ Germany Univ.-Prof. Dr. Güliz Ger Director of the Center for Research in Transitional Societies Bilkent University Faculty of Business Administration/ Turkey			
Zuordnung zum Curriculum *Pflichtmodul, Wahlmodul, etc.*	Compulsory module			
Zulassungsvoraussetzungen *Voraussetzung(en) für die Teilnahme (an Prüfungen)*				
Modulelemente	Lehr- und Lernform	Bezeichnung	SWS	CP
	course	Marketing of Innovations	2	3
	course	Consumer Behaviour	2	3
Leistungskontrollen *Leistungspunkte und Noten Voraussetzung für die Vergabe von Leistungspunkten*	Graded coursework and graded term paper or graded exam (for example: class participation, contribution to discussions, case studies). The weighting of the written grade counts at least 50 percent of the whole grade. Individual weighting of different performances will be determined by the course lecturer before the beginning of the course (→ course outline).			

[1] Empfohlenes Studiensemester (vgl. Angaben im Studienplan)
[2] Zeitraum, in dem das Modul innerhalb der Regelstudienzeit abgeschlossen wird

Workload	Preparation time: 43h Contact hours: 54 Workload during module week: 40h Post-processing time: 43h
Zusammensetzung der Modulnote *(vgl. Paragraf X der Prüfungsordnung)*	Proportionate subject to credit points
Inhalt(e)	During the course Marketing of Innovations participants will gain in-depth insights into marketing high-tech innovations, covering terminology, strategies, and the process-oriented approach to innovation marketing. It addresses positioning, opportunity identification, project conception and implementation, product sustainability, and organisational capabilities. Key success factors and customisation of innovation marketing strategies are also discussed. In the course Consumer Behaviour, participants learn about consumers' cognitive processes and the environmental conditions that influence buying behaviour. The course provides a comprehensive introduction to consumer behaviour as a foundation for marketing and management decision-making and examines the psychological, social, cultural, and economic determinants of how individuals and groups select, purchase, use, and dispose of products, services, and experiences. Students learn about specific characteristics of consumer behaviour, and that consumers are not acting rationally. They learn more about consumers' motivations and about the variety of (behavioural) marketing methods to influence consumer behaviour. The course also covers issues related the use of modern marketing technologies, including artificial intelligence and AI-driven personalisation.
Lernziele/Kompetenzen	At the end of the course Marketing of Innovations, participants will gain the skills to utilise innovation marketing techniques for decision-making in uncertain entrepreneurial settings. The course covers decision-making strategies, frameworks, and practical examples to deepen understanding of innovation marketing's importance, requirements, and methods.

	Upon successful completion of the module, students are also able to explain and critically discuss major consumer behaviour concepts and their relevance for marketing strategy and public policy. They can analyse and interpret consumer decision-making processes across different contexts, identify key drivers and barriers to consumer choice, and derive evidence-based implications for segmentation, targeting, positioning, and the design of marketing instruments. The module further develops students' skills in applying consumer research findings to real-world problems, interpreting basic consumer insights data, and reflecting on ethical and sustainability-related issues in influencing consumer behaviour.
Weitere Informationen *Verwendbarkeit des Moduls* *Unterrichtssprache* *Ggf. Literatur*	Language: English Max. 30 participants. The number of participants is limited to guarantee an ideal working atmosphere and an optimal participants-lecturer ratio.

Modul 5 Operations Management & Data Analytics					M5
Studiensemester[1]	Regelstudiensemester[2]	Turnus	Dauer	SWS	CP
1st semester	1st semester	Yearly WT	1 semester	4	6

Modulverantwortliche*r	Univ.-Prof. Dr. Bastian Popp			
Dozierende	Univ.-Prof. Dr. Benedikt Schnellbächer Saarland University, Chair of Digital Transformation and Start-Ups Univ.-Prof. Dr. Sven Heidenreich Saarland University, Chair of Technology and Innovations Management			
Zuordnung zum Curriculum *Pflichtmodul, Wahlmodul, etc.*	Compulsory module			
Zulassungsvoraussetzungen *Voraussetzung(en) für die Teilnahme (an Prüfungen)*				
Modulelemente	Lehr- und Lernform	Bezeichnung	SW	CP
	course	Business Model Development	2	3
	course	Data Analytics Project	2	3
Leistungskontrollen *Leistungspunkte und Noten Voraussetzung für die Vergabe von Leistungspunkten*	Graded coursework and graded term paper or graded exam (for example: class participation, contribution to discussions, case studies). The weighting of the written grade counts at least 50 percent of the whole grade. Individual weighting of different performances will be determined by the course lecturer before the beginning of the course (→ course outline).			
Workload	Preparation time: 53h Contact hours: 44h Workload during module week: 40h Post-processing time: 43h			
Zusammensetzung der Modulnote *(vgl. Paragraf X der Prüfungsordnung)*	Proportionate subject to credit points			

[1] Empfohlenes Studiensemester (vgl. Angaben im Studienplan)
[2] Zeitraum, in dem das Modul innerhalb der Regelstudienzeit abgeschlossen wird

Inhalt(e)	Operations management is a broad field with a variety of facets. In this module, two main aspects are considered. The first aspect is the importance of business model development, which gains more and more importance in the daily routine of a manager and contributes to the success of a company. The second aspect is data analysis, which focuses on various multivariate statistical methods used in analysing quantitative data for effective managerial decision-making in fields like marketing or management. Modern methods of data analysis (e.g. "Big Data", artificial intelligence) are discussed.
Lernziele/Kompetenzen	In recent years, we have witnessed a major evolution in societies from being predominantly manufacturing-based to being predominantly service-based. Services have become critical for competitive advantage in all kinds of organisations, industries and branches. Recent publications in business and management increasingly focus on service as the main reason for economic exchange and therefore promote the view that at their core, "all businesses are service businesses". Key objectives of the course Business Model Development include equipping participants with an understanding of business models, including their definition and components. It covers the exploration of business model dimensions, the innovation process for business models, and introduces both traditional and modern techniques for developing business models in the digital era, such as the Business Model Canvas and strategic network analysis. The course Data Analytics Project teaches participants to collect and preprocess data, addressing issues like missing values and outliers. The curriculum includes applying statistical methods for data analysis, such as hypothesis testing and regression analysis, to draw meaningful conclusions and make predictions. Participants will also gain domain-specific knowledge to contextualise their analysis and

	improve their relevance. Additionally, the course covers essential project and time management skills, teaching learners how to efficiently plan, manage, and execute data analytics projects, ensuring successful outcomes.
Weitere Informationen *Verwendbarkeit des Moduls* *Unterrichtssprache* *Ggf. Literatur*	Language: English Max. 30 participants. The number of participants is limited to guarantee an ideal working atmosphere and an optimal participants-lecturer ratio.

Modul 6					M6
Entrepreneurial Management					
Studiensemester[1]	Regelstudiensemester[2]	Turnus	Dauer	SWS	CP
1st-2nd semester	1st-2nd semester	Yearly WT	2 semester	8	12

Modulverantwortliche*r	Univ.-Prof. Dr. Bastian Popp			
Dozierende	Univ.-Prof. Dr. Sven Heidenreich Saarland University, Chair of Technology and Innovations Management Univ.-Prof. Dr. Benedikt Schnellbächer Saarland University, Chair of Digital Tansformation and Entrepreneurship Univ.-Prof. Dr. Torsten Kühlmann Chair of Human Resource Management University of Bayreuth			
Zuordnung zum Curriculum *Pflichtmodul, Wahlmodul, etc.*	Compulsory module			
Zulassungsvoraussetzungen *Voraussetzung(en) für die Teilnahme (an Prüfungen)*				
Modulelemente	Lehr- und Lernform	Bezeichnung	SWS	CP
	course	Entrepreneurship	2	3
	course	Leadership and Human Resource Management	2	3
	course	Entrepreneurial Management	2	3
	course	Prototyping and Agile Project Management		
Leistungskontrollen *Leistungspunkte und Noten Voraussetzung für die Vergabe von Leistungspunkten*	Graded coursework and graded term paper or graded exam (for example: class participation, contribution to discussions, case studies).			

[1] Empfohlenes Studiensemester (vgl. Angaben im Studienplan)
[2] Zeitraum, in dem das Modul innerhalb der Regelstudienzeit abgeschlossen wird

	The weighting of the written grade counts at least 50 percent of the whole grade. Individual weighting of different performances will be determined by the course lecturer before the beginning of the course (→ course outline).
Workload	Preparation time: 83h Contact hours: 106h Workload during module week: 80h Post-processing time: 91h
Zusammensetzung der Modulnote *(vgl. Paragraf X der Prüfungsordnung)*	Proportionate subject to credit points
Inhalt(e)	This module develops students' ability to create, lead, and scale innovative organisations by combining foundations of entrepreneurship, leadership and human resource management, entrepreneurial management, and prototyping with agile project management. It equips participants to understand and influence individual and team behaviour, design and grow opportunity-driven ventures, and manage innovation projects iteratively using agile methods and user-centred prototyping in dynamic, uncertain environments. In the course Entrepreneurial Management, participants learn behavioural skills for corporate entrepreneurs in different situations and methods for enforcing change processes in organisations. Both module elements consist of a theoretical and a practical part (team project, case studies). Furthermore, the module deals with definitions and basic approaches to human capital management, including the differences between national and international human resource management. Case studies and discussions about the role of human resource management in multinational companies, as well as cultural influences on human resource management, are part of the module too. Ethics and artificial intelligence, and their fundamentals, areas of application, consequences, and ethical questions surrounding AI are also an integral part of the module. The course Prototyping and Agile Project Management gives a broad overview of the key concepts in product development, utilising agile project management

	approaches, such as scrum and design thinking. The course starts off with an introduction to the main concepts of scrum and design thinking. Building on this basic understanding, a product development project is developed over the course of the lecture, characterised by iterative product development loops with features such as velocity planning, daily scrum, review and retrospective.
Lernziele/Kompetenzen	This module concentrates on understanding important behavioural relations in order to enable participants to understand the interrelation between human characteristics and the results of corporate strategies. Students will recognize the importance of the human factor for the success of a company and transfer this knowledge to their daily work routine. Human capital is an important factor in the value chain of every company. This module introduces specific challenges of Human Capital Management. At the end of the course, participants will have gained a broad knowledge of human resource practices and will be able to deliver successful strategies for companies. Students will also be aware of issues associated with leading international teams and will be able to explore and interpret approaches to managing people in international organisations. Moreover, students will have learned about country-specific differences and their relevant aspects. They will have developed an intuition for intercultural differences and know how to prevent problems caused by culture-specific differences. The focus of this course is not only set on theoretical basics, but rather on an application-oriented communication of knowledge. Practical case studies are an inherent part of the course. This module focuses on managing entrepreneurial ventures and corporate innovation initiatives, equipping students to plan, resource, and scale opportunity-driven projects under uncertainty. The course Prototyping and Agile Project Management intends to provide a comprehensive understanding of key competencies, including the selection and

	application of decision-making strategies for new product development, an understanding of new product technologies and their contexts, the use of agile project management for prototyping, and the application of design thinking in product realisation. These skills aim to provide a holistic approach to innovative product development.
Weitere Informationen *Verwendbarkeit des Moduls* *Unterrichtssprache* *Ggf. Literatur*	Language: English Max. 30 participants. The number of participants is limited to guarantee an ideal working atmosphere and an optimal participants-lecturer ratio.

Modul 7 Master Thesis					M7
Studiensemester[1]	Regelstudiensemester[2]	Turnus	Dauer	SWS	CP
2nd semester	2nd semester	Yearly WT	1 semester		15

Modulverantwortliche*r	Univ.-Prof. Dr. Bastian Popp			
Dozierende				
Zuordnung zum Curriculum *Pflichtmodul, Wahlmodul, etc.*	Compulsory module			
Zulassungsvoraussetzungen *Voraussetzung(en) für die Teilnahme (an Prüfungen)*				
Modulelemente	Lehr- und Lernform	Bezeichnung	SWS	CP
	Master Thesis	Master Thesis		15
Workload	450h			
Zusammensetzung der Modulnote *(vgl. Paragraf X der Prüfungsordnung)*	Proportionate subject to credit points			
Inhalt(e)	The content of the Master Thesis and the setting of the task depend on the supervisor. The supervisors are asked to provide trends, practical questions and extraneous events in their topics. EIABM supports the cooperation with companies. Participants who are interested in such a practical cooperation should mention that before the themes are announced.			
Lernziele/Kompetenzen	The participants learn to acquire a critical scientific attitude, to formulate research questions and to define a research path. During the preparation of the Master Thesis, they learn how to independently collect information and data and how to critically analyse research results. They learn to report their results in a scientific way and to translate new findings to a broad public.			

[1] Empfohlenes Studiensemester (vgl. Angaben im Studienplan)
[2] Zeitraum, in dem das Modul innerhalb der Regelstudienzeit abgeschlossen wird

4 Beispielhafter Studienverlaufsplan

Study plan: Master of Business Administration Entrepreneurship & Innovation

Compulsory Modules	1. Academic Term	2. Academic Term
Module 1: Management Basics (9CP)	Strategic Management (3CP) Corporate Sustainability and Social Responsibility (3CP) Soft Skills (3CP)	
Module 2: European Basics (6CP)	European Institutions (3CP) European Regulations (3CP)	
Module 3: Financial Management (6CP)		Learning Business by Doing Business (3CP) Economics and Finance (3CP)
Module 4: Marketing and Management (6CP)		Marketing of Innovations (3CP) Consumer Behaviour (3CP)
Module 5: Operations Management & Data Analytics (6CP)	Business Model Development (3CP) Data Analytics Project (3CP)	
Module 6: Entrepreneurial Management (12CP)	Entrepreneurship (3CP) Leadership and Human Resource Management (3 CP) Entrepreneurial Management (3CP) Prototyping and Agile Project Management (3CP)	Prototyping and Agile Project Management (3CP)
		Master Thesis (15 CP)
CP	30	30