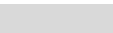


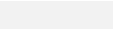
Master of Science Business Administration major Innovation Management (90 ECTS)

Innovation Management (min. 48 ECTS)

Economic Research (min. 36 ECTS)

| | | | | | | | |
|-----------------|-----------|--|---|---|---|--|---|
| Herbst | German BL | Business Development & Change | Marketing & Relationship Mgt. | Finance & Investment Management | Research Methods & Data Analytics for Innovation | | |
| | | Advanced Business Strategy (6 ECTS) | Strategic Marketing (3 ECTS) | Strategic Financial Management (3 ECTS) | Business Research Methods (3 ECTS) | | |
| Frühjahr | German BL | Business Transformation | Economics in Global & Transforming Societies | | | | |
| | | Coporate Strategy (3 ECTS) | International Economics in the Digital & Global Era (3 ECTS) | | Data Science and Strategy for Business (6 ECTS) | Elective/Wahl: Business Data Analytics (3 ECTS) | Elective/Wahl: Qualitative Methods for Business Research (3 ECTS) |
| Herbst | German BL | Impact & Performance of Innovation | Special Competence | Organisational Transformation | Future Leadership Framework | Scientific & Innovation Hub | |
| | | Economics & Management of Innovation (6 ECTS) | Intellectual Property Rights (3 ECTS) | Innovative Organisations (3 ECTS) | Future Leadership (3 ECTS) | Corporate Project: Strategic Innovation in Practice Research Lab: Innovation Research Project | Storytelling with Data & Automated Reporting (3 ECTS) |
| Frühjahr | German BL | Entrepreneurship & New Mindset | Internat. Collaboration & Exchange | Technology & Value | | | Master-Thesis |
| | | Creativity & Entrepreneurship (6 ECTS) | International Future Workshop (3 ECTS) | Technology Management in innovative Systems (6 ECTS) | | Startup Lab: STUDENTpreneurship@FFHS Circular Innovation Lab (12 ECTS) | Elective/Wahl: Analysing Business Relations and Documents (3 ECTS) |
| Herbst/Frühjahr | German BL | Master-Thesis | | | | | |
| | | Master-Thesis (15 ECTS) | | | | | |

 Pflichtmodule

 Wahlmodule