

Curriculum Master of Arts in Innovation Management (als Anlage zum Notenauszug)

	Modul	Veranstaltungen	Credits	SWS	
1. Semester	Organizational Behavior & Soft Skills		9	6	
		<i>Organizational Behavior & Change Management</i>	3	2	
		<i>Cross Cultural Management, Negotiations & Presentations</i>	3	2	
		<i>Business Ethics</i>	3	2	
	Project & Process Management		9	6	
		<i>Project Management</i>	3	2	
		<i>Process Management</i>	3	2	
		<i>Exercises & Cases in Process & Project Management</i>	3	2	
	New Product Marketing		9	6	
		<i>New Product Marketing</i>	3	2	
		<i>Special Issues in New Product Marketing</i>	3	2	
		<i>Exercises & Cases in Marketing</i>	3	2	
	Managerial Decision Making I		3	2	
	<i>Strategic Management</i>	3	2		
2. Semester	Project Valuation & Performance Measurement		9	6	
		<i>Advanced Project Valuation</i>	3	2	
		<i>Performance Measurement</i>	3	2	
		<i>Exercises & Cases in Project Valuation & Performance Measurement</i>	3	2	
	Business Information & Knowledge Management		9	6	
		<i>Business Intelligence</i>	3	2	
		<i>Knowledge Management</i>	3	2	
		<i>Projectmanagement in der IT-Branche</i>	3	2	
	IT Strategy		9	6	
		<i>E-Commerce Management</i>	3	2	
		<i>Neuere Ansätze und Trends in der IT und im IT-Management</i>	3	2	
		<i>Internet Law</i>	3	2	
	Managerial Decision Making II		3	2	
	<i>Technology Management</i>	3	2		
3. Semester	Pflichtmodule	Corporate Finance		9	6
			<i>Life Cycle Financing</i>	3	2
			<i>Financial Management</i>	3	2
			<i>Exercises & Cases in Financial Management</i>	3	2
	Managerial Decision Making III		3	2	
		<i>Exercises & Cases in Managerial Decision Making</i>	3	2	
	Schwerpunktmodule 2 aus 3	Discrete Industries		9	6
			<i>Innovation & R&D Management</i>	3	2
			<i>Sypply Chain Management</i>	3	2
			<i>Exercises & Cases in Discrete Industries</i>	3	2
		Pharmaceutical & Related Industries		9	6
			<i>Health Care Markets</i>	3	2
			<i>Strategic Health Economics</i>	3	2
		<i>Legal Environment</i>	3	2	
Chemical & Related Industries					
	<i>Chemical Industries</i>	3	2		
	<i>Biotech Industries</i>	3	2		
	<i>Exercises & Cases in Chemical & Related Industries</i>	3	2		