

**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 &amp; Change Management</i>	3	2	
		<i>Cross Cultural Management, Negotiations &amp; 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 &amp; Cases in Process &amp; 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 &amp; 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 &amp; Cases in Project Valuation &amp; Performance Measurement</i>	3	2	
	Business Information & Knowledge Management		9	6	
		<i>Business Intelligence</i>	3	2	
		<i>Knowledge Management</i>	3	2	
		<i>Exercises &amp; Cases in Business Information &amp; Knowledge Management</i>	3	2	
	IT Strategy		9	6	
		<i>E-Commerce Management</i>	3	2	
		<i>E-Logistics</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 &amp; Cases in Financial Management</i>	3	2
	Managerial Decision Making III		3	2	
		<i>Exercises &amp; Cases in Managerial Decision Making</i>	3	2	
	Schwerpunktmodule 2 aus 3	Discrete Industries		9	6
			<i>Innovation &amp; R&amp;D Management</i>	3	2
			<i>Supply Chain Management</i>	3	2
			<i>Exercises &amp; 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 &amp; Cases in Chemical &amp; Related Industries</i>	3	2		