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# MASTER (M.A.) INNOVATION AND ENTREPRENEURSHIP

Digitalisation brings entirely new forms and dimensions of innovation, from start-up companies to small and medium-sized enterprises, and to multinational corporations. Entrepreneurship and innovation require both creativity and sound management knowledge. This is precisely where the online Master of Arts in Innovation and Entrepreneurship programme comes into play. This degree offers you scientifically sound and practice-oriented expertise in the field of innovation and entrepreneurship. This degree will help you to realise your own business ideas and enable you to take on responsibility in a variety of areas, bringing innovative management to companies.



#### Degree

Master of Arts (M.A.)



#### Electives

In the Innovation and Entrepreneurship online programme, you can choose electives worth 20 ECTS and focus on interesting practical areas.



#### Study model and accreditation

- Online
- German accredited institution, recognised by ZFU (German Central Office for Distance Learning)



#### Study start and duration

Official start date: May 16<sup>th</sup>, 2022

Afterwards: Anytime

Duration: 24, 36, 48 months



#### Credits

120 ECTS

## Study Content (120 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
	<b>1</b>		
Innovation and Entrepreneurial Ecosystems		5 ECTS	E
Entre- and Intrapreneurship		5 ECTS	E
Strategic Management		5 ECTS	E
Business Model Design		5 ECTS	WAWA
Product Development		5 ECTS	E
Advanced Research Methods		5 ECTS	WAWA
	<b>2</b>		
Applied Marketing Research		5 ECTS	E
Sales and Pricing		5 ECTS	E
Agile Project Management		5 ECTS	WACS
Lean Start Up		5 ECTS	E
Design Thinking		5 ECTS	WAPR
Seminar: Current Topics of Innovation and Entrepreneurship		5 ECTS	WARE
	<b>3</b>		
Digital Business Models		5 ECTS	E/WACS
Internet of Things		5 ECTS	E
Electives A		10 ECTS	
Electives B		10 ECTS	
	<b>4</b>		
Master Thesis & Colloquium		30 ECTS	WAMT & PC

## CHOOSE YOUR ELECTIVES

### Choose one elective from

#### “Electives A” list:

- Start Up Lab
- Artificial Intelligence
- Data Science and Analytics
- Big Data
- IT Project and Architecture Management
- Corporate Finance and Investment
- Digital Transformation
- Consumer Behaviour and Brand Management
- Leadership and Change
- Performance Management

### Choose one elective from

#### “Electives B” list:

- Start Up Lab
- Artificial Intelligence
- Data Science and Analytics
- Big Data
- IT Project and Architecture Management
- Corporate Finance and Investment
- Digital Transformation
- Consumer Behaviour and Brand Management
- Leadership and Change
- Performance Management

## ELECTIVES

In this programme, you can choose two electives in order to specialise in a field you're interested in. Elective modules such as Performance Management, Consumer Behaviour and Brand Management or Leadership and Change enable you to learn about the economic aspects of innovation and entrepreneurship and also tie them to functional elements within businesses. There are other electives which give you traditional and digital business knowledge, such as Artificial Intelligence, Data Science and Analytics or Big Data. In combination with our mandatory courses such as **Advanced Research Methods, Internet of Things and Design Thinking**, your studies in Innovation and Entrepreneurship will give you the required skills to set up and run your own business or start as an employee in an international company. You'll gain insights and expertise into the world of business and how to achieve success.

## CAREER OUTLOOK

As a graduate from the Master of Arts in Innovation and Entrepreneurship, you will have many career paths to choose from. The degree enables you to work as a stand-alone entrepreneur, establishing your own firm, working for established companies, or advising companies on innovation.

### CONSULTANT IN PRODUCT OR PROCESS INNOVATION

You define specifications for product and process innovation. Injecting creative new ideas into companies to drive revenue or change the way they operate. You will also ensure a high level of coordination between production and marketing in the company.

### COACH IN BUSINESS MODEL INNOVATION

You analyse industry and sector-specific developments and trends to form a basis for innovation within a business as well as advising and overseeing innovation teams while they define and implement new business models.

### INNOVATION COACH

You work out where innovation management employee training and development is required throughout a company. You then conceptualise and implement training according to these needs.



# ADMISSION

## ADMISSION REQUIREMENTS FOR 120-ECTS

- Completed, undergraduate degree with 180 ECTS in the field of **business administration, economics**
- Your degree must be from a state or state-recognised higher education institution/university
- You must have achieved a final grade of at least “satisfactory” or Grade C equivalent in your previous undergraduate degree

## FURTHER ADMISSION OPPORTUNITIES

Is your undergraduate degree not in the required subject field for this programme’s 120 ECTS points variation admission requirements? You can still apply! You’ll have to take 2 specific courses at the start of your studies, and pass them successfully in order to continue with your studies. That way, you don’t have to take an entrance examination, and can prove your skills while earning ECTS points as part of your studies.

## SCHOLARSHIP PROGRAMME

Start your online degree with our Scholarship Programme and receive a scholarship up to 67%!

Start in our Scholarship Programme as a participant with immediate access to 50% of your courses. You can do this by taking our Entrance Examination which will be included in your course as part of the Scholarship Programme. Once you have handed in all admission documents and the courses are completed, you can go on to finish your degree.

**Questions?** Speak to your study advisor, they will guide you through every step of the process.

## ENGLISH SKILLS

We therefore ask for proof of your English language skills\*. If English is your native language or you graduated from an English-speaking school/university, you don’t need to prove your English skills.

Accepted certifications:

- English Courses (complimentary when signing up with IU)\*\*
- TOEFL (min. 80 points) or
- IELTS (min. Level 6.0 out of 9 points) or
- Duolingo English test (min. 95 points) or
- Cambridge Certificate (min. B grade overall) or
- Equivalent proof

\*Proof must be provided before the start of the study and must not be older than five years.

\*\*Please note that English Courses aren’t accepted as a language certificate for on campus study programmes.

# 8 STEPS TO COMPLETE YOUR STUDIES

1

Register and apply online

2

Choose your course

3

Download your study scripts

4

Work independently with study scripts

5

Take part in Q&A sessions

6

Prepare for exams and take them either:  
- directly online, or  
- at an IU examination centre (remember to register in time).

7

Master thesis and colloquium

8

Complete your studies with certificate