

Curriculum

Business Development & Management

Master | berufsfreundlich organisiert

Themenschwerpunkt	1. Semester	2. Semester	3. Semester	4. Semester
Strategisches Business Development 20 ECTS	Business Development Roadmap	Business Model Innovation	Business Development Praxisprojekt	Business Development Management Simulation
Nachhaltigkeit im Business Development 15 ECTS	Grundlagen der Nachhaltigkeit	Qualitatives Wachstum	Product Lifecycle Management	Masterthesis 22 ECTS
Business Development Opportunities 15 ECTS	Economic Aspects of Growth	Digitale Plattformökonomie	Internationalisation – Cooperating across Borders	
Tools im Business Development 30 ECTS	Market & Customer Insights	Business Development Analytics	Research Methods	
	Business Development Controlling	Agile Methode – Design Thinking	Finanzierung & Businessplanerstellung	
Spezialisierungen 12 ECTS	Development of Organization & Culture	Kompetenz-, Lern- und Wissensmanagement	Mindset & Leadership	Abschlussprüfung 3 ECTS
		Brand Lab – Disruptive & Strategic Thinking	Brand Lab – Dimensions & Architecture	
Personal Development Journey 3 ECTS	Potenziale erkennen	Ziele definieren	Rahmenbedingungen gestalten	