

Masterstudium "Business Development & Management" – Curriculum 2024

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