

1 st Semester	ECTS	HWS	2 nd Semester	ECTS	HWS
Product Strategy	5	3	Business Model Design	10	6
Business Management & Marketing	5	3	Contemporary Leadership Culture	5	3
Mandatory elective module 1*	10	6	Master Thesis	14	
Mandatory elective module 2*	5	3			
Advanced Research Methodologies	5	3	Master Thesis Colloquium	1	1
	30	18		30	10
60 ECTS					

* Students must choose between one of the two following specialisation tracks:

Pathway 1: Innovation by Design

or

Pathway 2: Innovation & Entrepreneurship

Strategic Branding (Mandatory elective module 1)	5	3	Innovation Management (Mandatory elective module 1)	5	3
Atlas of Design (Mandatory elective module 2)	5	3	Atlas of Opportunity (Mandatory elective module 2)	5	3

**The module can be selected from any eligible module from any degree programme other than the one the student is registered in. Please refer to the list of eligible modules published every semester.

	Mandatory elective modules from chosen Specialisation
	Specialization Modules from your study programme
	Faculty-wide modules (interdisciplinary projects from other programmes)

List of abbreviations

HWS: Hours per week (1 hour = 45 min.)
ECTS: European Credit Transfer System