

1 st Semester	ECTS	HWS	2 nd Semester	ECTS	HWS	3 rd Semester	ECTS	HWS
Product Strategy	5	3	Managing Change by Design	5	3	Speculative Futures	5	3
Business Management & Marketing	5	3	Entrepreneurship	5	3	Contemporary Leadership Culture	5	3
Mandatory elective module 1*	10	6	Business Model Design	10	6	Master Thesis	17	
Mandatory elective module 2*	5	3	Cultural Studies	5	3			
Advanced Research Methodologies	5	3	Interdisciplinary Elective**	5	3	Master Thesis Development	3	1
	30	18		30	18		30	7
90 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 choosen 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