

1 <sup>st</sup> Semester	ECTS	HWS	2 <sup>nd</sup> Semester	ECTS	HWS	3 <sup>rd</sup> Semester	ECTS	HWS	4 <sup>th</sup> Semester	ECTS	HWS
Product Strategy	5	3	Managing Change by Design	5	3	Capstone Project	15	9	Thesis & Colloquium	30	1
Business Management & Marketing	5	3	Entrepreneurship	5	3						
Mandatory elective module 1*	10	6	Business Model Design	10	6	Thesis Development	5	3			
Mandatory elective module 2*	5	3	Cultural Studies	5	3	Speculative Futures	5	3			
Advanced Research Methodologies	5	3	Interdisciplinary Elective**	5	3	Contemporary Leadership Culture	5	3			
	30	18		30	18		30	18		30	1
<b>120 ECTS</b>											

\* 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)	10	6	Innovation Management (Mandatory elective module 1)	10	6
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)
The Capstone Project: Practical-oriented (consulting) project, which can be organised across multiple study programmes.

**List of abbreviations**

HWS: Hours per week (1 hour = 45 min.)

ECTS: European Credit Transfer System