

Curriculum Digital Entrepreneurship

1. Semester	LV-Typ	SWS	Modul	ECTS
Entrepreneurial Mindset: Be visionary, a Design Thinker	PT	2	Modul 1	5
New Venture Creation & Strategy for Digital Startups	ILV	3	Modul 2	4
Corporate Entrepreneurship & Co-Innovation	ILV	3	Modul 3	4
Service Engineering & Digital Business Models	ILV	4	Modul 4	7
Tech Lab 1	PT	1	Modul 4	3
Venture Creation: Business Opportunities	PT	2	Modul 5	7
		15		30

2. Semester	LV-Typ	SWS	Modul	ECTS
Entrepreneurial Mindset: Be courageous, focussed and flexible	PT	2	Modul 6	5
Finance, Fundraising & Innovation Accounting for Startups	ILV	3	Modul 7	4
Digital Marketing & Marketing Research	ILV	3	Modul 8	4
Digital Technologies	ILV	4	Modul 9	7
Tech Lab 2	PT	1	Modul 9	3
Digital Business Case & Pitch Deck	PT	2	Modul 10	7
		15		30

3. Semester	LV-Typ	SWS	Modul	ECTS
Entrepreneurial Mindset: Stay physically and mentally strong	PT	2	Modul 11	5
Leadership & Change Management	ILV	3	Modul 12	4
Legal Setup for Startups	ILV	3	Modul 13	4
Data Technologies	ILV	4	Modul 14	7
Tech Lab 3	PT	1	Modul 14	3
Simulations & MVP-Testing Procedures	PT	2	Modul 15	7
		15		30

4. Semester	LV-Typ	SWS	Modul	ECTS
Build Sustainable & Inclusive Businesses	PT	2	Modul 16	5
Scaling Digital Business Models	ILV	3	Modul 17	4
Master Thesis Seminar	SE	1	Modul 18	1
Master Thesis and Master Exam	MA	0,5	Modul 18	20
		6,5		30