

Innovation, Digitalization & Entrepreneurship

Masterclass 25 ECTS

October 17 – 19, 2024	Thu - Sat	<ul style="list-style-type: none"> ▪ Entrepreneurial Leadership & Technology Development decision-making factors for the implementation of decisions regarding founding and growth of a technology venture, roles and tasks of intra-and entrepreneurs in the context of start-up and spin-offs of companies ▪ Sources of Innovation Innovation methods & Innovation strategies, Culture as enabler for Innovation, Application of innovation tools e.g strategies, Presentation skills ▪ Innovation Marketing leadership and change management in the field of marketing & innovation, change processes, strategy, mission & vision, investments and marketing plans ▪ Innovation Strategy & Business Development understanding strategy, strategic decision-making, developing strategic thinking ▪ Innovation Growth & Funding Valuation Methods, KPIs for Innovation Projects and Startups, Startup Financing/Financial Instruments, Venture Capital, Trends in Private Equity and Venture Capital ▪ Organizing Innovation Structure and processes of organizing innovations, challenges and typical problems of innovation management, governance, organizational architectures and process designing.
November 21 – 24, 2024	Thu - Sat	
December 12 – 14, 2024	Thu - Sat	
January 16 – 20, 2025	Thu - Sat	

In the specialization modules of the Masterclass we provide you with know-how and practical tools to successfully implement innovation and start-up projects. Participants will discuss the role, tasks, and characteristics of intra- and entrepreneurs against the backdrop of digital trends and technological opportunities.

Please note that dates are subject to change. We will inform you as soon as there is an update!

Masterclass module setting: blocked modules, usually Thu-Sat or Fri-Sun. from 9 a.m. to 6 p.m.,