



## Innovation, Entrepreneurship and Leadership - Master of Arts -

### JOB PROSPECTS AND QUALIFICATION

In many branches, the need for leaders with special technical skills is rising continuously. Well-founded knowledge and skills in the field of business creation and development and innovation management, which can immediately be put into practice, offer graduates ambitious career opportunities in growth-oriented business enterprises, innovative organisations or within the scope of setting up their own businesses.

For this, the following fields can be taken into particular consideration:

- Entrepreneurial independence
- Leadership of independent business units
- Project and business area development in high-growth and technology companies
- Business consultancies
- Business incubators, project development companies
- Public enterprises in the area of business development, technology and innovation policies

In addition, this academic degree will enable you to work in the higher echelons of state institutions and you will be qualified to obtain further academic qualification in the form of a doctorate.

### OBJECTIVES OF THE COURSE

The Master's Degree Course "Innovation, Entrepreneurship and Leadership" at Kempten University is designed as a postgraduate, consecutive course. It is apt for all graduates of any economics and business management-related degree courses. Technical and leadership skills imparted in an application-oriented approach will prepare you for assuming management positions in various business sectors and professional areas and enable you to implement your own entrepreneurial ideas. The focus will be on providing the tools for successful product and service development, on research on trends and future developments, on customer experience design and on the foundation and management of innovative companies.

### PLACES AVAILABLE

The number of places in this course is limited to 25 students per year.

### STRUCTURE OF THE COURSE

The Master's degree course Innovation, Entrepreneurship and Leadership is designed as a full-time course which comprises three semesters, including the master's thesis, and is subdivided into eleven study modules. The basic structure of the course consists of three pillars: Innovation & Business Design, Entrepreneurship & Management, and Leadership Skills. Some 50 per cent of the course modules are taught in English language.

As regards content, each pillar covers two semesters:

		Final Project Master Thesis and Master Oral Exam				
		Innovation & Business Design		Entrepreneurship & Management		Lead- ership Skills
Semester 2	Semester 1	Marketing	Business Model Development	Accounting and Controlling	Business Man- agement	Value-Based Management
Semester 1	Semester 2	Innovation	Customer Experi- ence Design	Market Research & Project Man- agement	Business Founda- tion	Managerial Skills

In the third and last semester a master's thesis has to be prepared. Successful preparation of this thesis demonstrates that you are able to deal with an issue from the area of "Innovation, Entrepreneurship and Leadership" using scientific methods. In the ensuing oral master's exam you will present and defend your paper. After completion of the course the university will award you the academic degree Master of Arts (M.A.).

## LIST OF STUDY MODULES

### Module 1: Innovation

- Managing Innovation 2 SWS
- Creativity Techniques,  
Trends & Future Scenarios 2 SWS

### Module 2: Customer Experience Design

- Experience Design 2 SWS
- Service Design & Service Excellence 2 SWS

### Module 3: Market Research and Project Management

- Techniques of Applied Market Research  
/ Software-based Data Analysis 2 SWS
- Methods and Tools of Project Management 2 SWS

### Module 4: Business Foundation

- Theory and Practice of Business Start-up 4 SWS
- Legal Basics of Business Start-up 2 SWS

### Module 5: Managerial Skills

- Managing Conflicts / Mediation 2 SWS
- Effective Negotiations /  
Cross-Cultural Negotiations 2 SWS

### Module 6: Marketing

- Marketing Leadership 2 SWS
- E-Marketing 2 SWS

### Module 7: Business Model Development

- Development of Tourism Projects 2 SWS
- Business Plan 4 SWS

### Module 8: Accounting and Controlling

- Start-up and Investment Controlling 2 SWS
- Balance Sheet Accounting and Policy 2 SWS

### Module 9: Business Management

- Strategic Management 2 SWS
- Legal Basics of Business Management 2 SWS

### Module 10: Value-Based Management

- Corporate Social Responsibility  
and Corporate Ethics 2 SWS
- Leading and Managing People 2 SWS

### Module 11: Master's Thesis

- Oral Master's Exam 2 SWS
- Master's Thesis 5 months

\* SWS = Semester hours per week

## APPLICATION

Application deadlines are 15 June for winter semesters and 15 January for summer semesters.

## ADMISSION

The admission requirements to the master's degree programme "Innovation, Entrepreneurship and Leadership" is a course of Business Economics, Tourism Management or a course with components from Business Economics of at least 210 ECTS-credits successfully passed with an overall mark "gut" (good) or better, and proof of aptitude for this course in an aptitude test. In certain cases special vocational qualification can be credited on the average grade with a bonus of up to 0.3. Graduates of a relevant course with 180 ECTS only can be admitted, subject to their attitude, on the condition that study modules worth 30 ECTS will be caught up by presentation of the Master's Thesis.

## CONTACT

### Study Coordinator

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## IMPORTANT LINKS

(Information in English on our website)

[www.hs-kempten.de](http://www.hs-kempten.de) > INTERNATIONAL > click English flag (in the top left-hand corner)

[Information for international exchange students](#)

(> INTERNATIONAL > EXCHANGE STUDENTS / INCOMING)

[Study programmes – short description in English](#)

(> INTERNATIONAL > DOWNLOADS > Study Programmes)

[Guests and Visitors at Kempten University](#)

(> INTERNATIONAL > GUESTS AND VISITORS)

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**PLEASE NOTE** that, although this description is written in English, the study course is taught in German.