

Master's programme

# Entrepreneurship and Innovation Management

➤ [h2.de/mesim](https://h2.de/mesim)

**h<sup>2</sup>**  
Hochschule  
Magdeburg • Stendal

## Location

Campus Magdeburg

## Degree

Master of Science

## Standard period of study

3 Semester

## Start of studies

Summer and winter semester

## Closing date for applications

15 January (summer)

15 July (winter)



## Questions? Contact our student advisory service!

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- > Develop and plan **processes for companies and start-ups**.
- > **Shape the future**, make **innovation processes more sustainable** and stay ahead of trends in technology, business and society.
- > Establish your own **start-up** and lead by example.
- > Expand your skills and expertise so that you can work in **intercultural and multi-professional teams**.

### Programme content

- > Start-up Building Project
- > Intercultural Onboarding and Research
- > Entrepreneurship and Innovation Fundamentals
- > Product Development and Customer Research
- > Company Structuring
- > Marketing and Sustainability

### Requirements

#### Academic degree

- > Bachelor's degree with a minimum grade of 2,5
- > minimum of 180/210 ETCS

#### Aptitude test

- > English language knowledge Level B2 (CEFR)

### You can work here after graduation:

- > In your own start-up.
- > As a management consultant in production, product development, logistics, purchasing, sales and marketing.
- > Within the innovation or business development departments of a company.
- > Pursue a doctorate, e.g. directly at the Doctoral Centre of our university.



Contact the Student Advisory Service!

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