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Curriculum for the

**Master's Programme Strategic Management and Innovation**

at the Faculty of Business and Management at the University of Innsbruck

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## **§ 1 Allocation of the study programme**

Acc. to §54 Universities Act 2002, the Master's Programme is grouped among the social and economic study programmes.

## **§ 2 Qualification profile and study objectives**

- (1) The Master's Programme in Strategic Management and Innovation provides in-depth social and economic pre-vocational training and qualification for professional activities that require the application of scientific knowledge and methods. Since it is a scientific study programme, it centres on the imparting of theories and methods in social and economic studies, in particular of strategic management, innovation and entrepreneurship. The findings of gender research are also considered .
- (2) In its modules, the Master's Programme in Strategic Management and Innovation not only promotes subject-specific skills but also extra-curricular skills and competences.
- (3) The educational goal of this university master's programme is to acquire in-depth scientific and scientifically sound, analysis and problem-solving skills for research and practice that are based on theory and methods. This competence should enable them
  - to work on scientific problems independently, to assess scientific knowledge and to apply it in new, especially research-relevant contexts as well as to take up a further scientific doctoral or PhD programme;
  - to work on relevant problems in their respective non-university professional fields in a scientifically sound and practice-oriented manner. Beyond the field of strategic management and innovation, they have qualifications that enable them to work in different professional fields;
  - reflect on the ethical and social consequences and prerequisites of using their knowledge in a well-founded manner.
- (4) The Master's Programme in Strategic Management and Innovation prepares
  - for managerial, planning, analysing and consulting activities in the management of companies and non-profit organisations, on activities in innovation management of organisations, on strategy- and innovation-related activities in consulting companies and on founding and developing start-ups and/or
  - for activities in scientific institutions and in particular for an additional scientific doctoral or PhD programme.

## **§ 3 Admission**

- (1) Admission to the Master's Programme Strategic Management and Innovation requires a relevant Bachelor's degree awarded by a University or a University of Applied Sciences ("Fachhochschule") or a relevant degree acquired at a recognised post-secondary educational institution home or abroad.
- (2) In any case, the Bachelor's Programme in Economics - Management and Economics at the University of Innsbruck is relevant Bachelor's programme. The rectorate decides on study programmes in question or on the equivalence of a study programme passed at a post-secondary educational institution home or abroad for the admission to the master's programme based on the regulations of the Universities Act.
- (3) In the event that equivalence has been established in principle but with certain qualifications missing for full equivalence, supplemental examinations may be required by the rectorate. These examinations must be passed during the respective master's programme.
- (4) In addition, the following qualitative admission requirements acc. to §63a par. 1 Universities Act apply: Ability to combine strategic, organisational and marketing-related knowledge as well as well-founded knowledge in finance and accounting, which are a prerequisite for strategic management and innovation, with economic, qualitative and quantitative knowledge of methods; This knowledge is deemed to have been provided if courses amounting to 15 ECTS-

Credits have been successfully completed in the field of internal and external accounting, 7.5 ECTS-Credits in mathematics and/or statistics and at least 12.5 ECTS-Credits in the areas of marketing, trade, strategy and corporate management, tourism/service industry or administrative management/public management.

#### **§ 4 Scope and structure of the study programme**

- (1) The Master's Programme in Management and Innovation covers 120 ECTS-Credits. This corresponds to a duration of four semesters.
- (2) The study programme is structured in modules.

#### **§ 5 Language**

The Master's Programme in Strategic Management and Innovation is offered in English.

#### **§ 6 Types of courses and maximum number of students per course**

Courses with continuous performance assessment:

1. **Practical courses** (UE): focus on the practical treatment of concrete scientific tasks within an area. Maximum number of participants: 30.
2. **Seminars** (SE) provide in-depth treatment of scientific topics through students' presentations and discussion thereof. Maximum number of participants: 30
3. **Lectures** with practical elements (VU) focus on the practical treatment of concrete scientific tasks that are discussed during the lecture parts of the course. Maximum number of participants: 150.
4. **Excursions** (EX): conducted outside the premises of the university, serve to demonstrate and deepen course contents. Maximum number of participants: 30.
5. **Project studies** (PJ) promote scientific collaboration of two or more fields through the treatment of multidisciplinary topics and the use of various methods and techniques. Maximum number of participants 30.

#### **§ 7 Allocation of places in courses with a limited number of participants**

- (1) In courses with a limited number of participants, course places are allocated as follows:
  1. Students for whom the study duration would be extended due to the postponement are to be given priority.
  2. If criterion no. 1 does not suffice for regulating the admission, then first, students for whom the course is part of a compulsory module are to be given priority, and second, students for whom the course is part of an elective module.
  3. If the criteria in no. 1 and 2 do not suffice for regulating the admission, then the available places are raffled.
- (2) Notwithstanding par. 1, for elective modules acc. to §8 par. 2 no. 1 to 10, places in the courses with a limited number of participants are allocated according to the preferences of the students, If this criterion is not sufficient, the available places are raffled.
- (3) For courses acc. to §8 par .2 no. 11 to 19, taken from other Master's programmes, the regulations of the respective curricula apply.

## § 8 Compulsory and elective modules - overview

(1) The following compulsory modules covering altogether 60 ECTS-Credits must be passed:

|    | <b>Compulsory Modules</b>                    | <b>h</b> | <b>ECTS-Credits</b> |
|----|--|----------|---------------------|
| 1. | Strategy and Digital Business Models         | 4        | 10                  |
| 2. | Business and Data Analytics                  | 4        | 10                  |
| 3. | Innovation Management                        | 4        | 10                  |
| 4. | Entrepreneurship                             | 4        | 10                  |
| 5. | Strategy Implementation                      | 2        | 5                   |
| 6. | Advanced Research in Strategy and Innovation | 4        | 10                  |
| 7. | Conception of the Master's Thesis            | 0        | 2.5                 |
| 8. | Research Colloquium for the Master's Thesis  | 1        | 2.5                 |

(2) From the following catalogue, elective modules covering 35 ECTS-Credits must be passed:

|     | <b>Elective Modules</b>  | <b>h</b> | <b>ECTS-Credits</b> |
|-----|--|----------|---------------------|
| 1.  | Innovation Ecosystems  | 2        | 5                   |
| 2.  | Digital Innovation and Transformation  | 2        | 5                   |
| 3.  | Leadership in Organisations  | 2        | 5                   |
| 4.  | International Management   | 2        | 5                   |
| 5.  | Current Topics in Strategy and Innovation  | 2        | 5                   |
| 6.  | Diffusion of Innovation  | 2        | 5                   |
| 7.  | Innovation Lab   | 2        | 5                   |
| 8.  | Software-Supported Corporate Management  | 2        | 5                   |
| 9.  | Financial Management of Business Formation   | 2        | 5                   |
| 10. | Strategy and Sustainability  | 2        | 5                   |
| 11. | Design of Effective Market Information Systems   | 2        | 5                   |
| 12. | Ethics in Marketing  | 2        | 5                   |
| 13. | International Marketing  | 2        | 5                   |
| 14. | Social Listening and Market-Ethnography  | 2        | 5                   |
| 15. | E-Commerce   | 2        | 5                   |
| 16. | Current Issues in Brand Management   | 2        | 5                   |
| 17. | Gender, Work and Organisation  | 4        | 10                  |
| 18. | Module from other Master's Programmes at the Faculty of Business and Management or the Faculty of Economics and Statistics | -        | 10                  |
| 19. | Interdisciplinary Skills   | -        | 10                  |

## § 9 Compulsory and elective modules – detailed information

(1) Compulsory modules acc. to §8 par. 1:

| 1.   | Compulsory Module: Strategy and Digital Business Models   | h        | ECTS-Credits |
|--|---|----------|--------------|
| a.   | <b>VU Strategy and Digital Business Models</b><br>Discussion of the theoretical foundations for developing and implementing strategy at company level and at business unit level, understanding the fundamentals of disruptive innovation and the design of digital business models | 2        | 5            |
| b.   | <b>SE Strategy and Digital Business Models</b><br>Application of models and methods to react to disruptive changes and to develop new business models   | 2        | 5            |
|  | <b>Total</b>  | <b>4</b> | <b>10</b>    |
| <b>Learning Outcomes:</b><br>Students learn to analyse companies and industries strategically, to develop strategies at company level and at the level of business units, which react and refer to digital changes and to develop new digital business models based on this. |   |          |              |
| <b>Prerequisites:</b> none   |   |          |              |

| 2.   | Compulsory Module: Business and Data Analytics   | h        | ECTS-Credits |
|--|--|----------|--------------|
| a.   | <b>VU Business and Data Analytics</b><br>Introduction to the theoretical basics of business and data analysis from the perspective of strategic decision-makers in companies   | 2        | 5            |
| b.   | <b>SE Business and Data Analytics</b><br>Application and discussion of methods for the analysis, interpretation and communication of business data to recognise trends and to develop and test hypotheses, support in management decision-making processes | 2        | 5            |
|  | <b>Total</b>   | <b>4</b> | <b>10</b>    |
| <b>Learning Outcomes:</b><br>Students gain insight into analytical methods and train analytical skills in the systematic collection, processing, analysis and interpretation of data to improve strategic decisions. |  |          |              |
| <b>Prerequisites:</b> none   |  |          |              |

| 3. | Compulsory Module: Innovation Management  | h        | ECTS-Credits |
|----|---|----------|--------------|
| a. | <b>VU Innovation Management</b><br>Insights into innovation management from the innovation strategy, the innovative organisation, the innovation process through innovation culture and innovation tools to innovation projects | 2        | 5            |
| b. | <b>SE Innovation Management</b><br>Participation and implementation of a wide variety of innovation formats, which enables an in-depth discussion and concrete application of current innovation tools in the team              | 2        | 5            |
|    | <b>Total</b>  | <b>4</b> | <b>10</b>    |

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|--|--|
|  | <p><b>Learning Outcomes:</b><br/>Students build the knowledge, skills and mindset of future innovation managers. They will discuss and understand the role of innovation as a source of competitive advantage in general and get an overview of innovation processes, management and strategy.</p> |
|  | <p><b>Prerequisites:</b> none</p>  |

| 4. | Compulsory Module: Entrepreneurship   | h        | ECTS-Credits |
|----|---|----------|--------------|
| a. | <p><b>VU Entrepreneurship</b><br/>Imparting of the theoretical basics of entrepreneurial thinking and acting in different organisational contexts, teaching the basic knowledge necessary for founding and developing start-ups</p>   | 2        | 5            |
| b. | <p><b>SE Entrepreneurship</b><br/>Development and establishment of their own start-up example: As part of the seminar, students go through a typical start-up process, from the identification of the business idea to the selling of the company. The knowledge gained in the VU is applied to the selected start-up example. An in-depth examination of methods and concepts for the design of entrepreneurial projects and the implementation of business plans takes place.</p> | 2        | 5            |
|    | <b>Total</b>  | <b>4</b> | <b>10</b>    |
|    | <p><b>Learning Outcomes:</b><br/>Students acquire the basic knowledge to start their own company. They gain practical experience by developing their own start-up ideas in the course of the seminar, including a business plan, prototype and pitch presentation.</p>  |          |              |
|    | <p><b>Prerequisites:</b> none</p>   |          |              |

| 5. | Compulsory Module: Strategy Implementation  | h        | ECTS-Credits |
|----|---|----------|--------------|
| a. | <p><b>VU Strategy Implementation</b><br/>In-depth examination of methods, concepts and approaches for the promotion, implementation, management and tracking of strategies and change in organizations, discussion of the theoretical foundations of strategy implementation and change in organisations</p>                              | 1        | 3            |
| b. | <p><b>SE Strategy Implementation</b><br/>Analysis of changes in industrial and organisational activities, processes and competencies for the use of opportunities in the digital age</p>  | 1        | 2            |
|    | <b>Total</b>  | <b>2</b> | <b>5</b>     |
|    | <p><b>Learning Outcomes:</b><br/>Students acquire the knowledge and skills to react to change within organisations and to manage them accordingly. They will examine the role of strategy in responding to technological progress and acquire knowledge of how initiatives for organisational change can be implemented and realised.</p> |          |              |
|    | <p><b>Prerequisites:</b> successful completion of the compulsory module acc. to §8 par. 1 no.1</p>  |          |              |

| <b>6.</b> | <b>Compulsory Module: Advanced Research in Strategy and Innovation</b>   | <b>h</b> | <b>ECTS-Credits</b> |
|-----------|--|----------|---------------------|
| <b>a.</b> | <b>VU Advanced Research in Strategy and Innovation</b><br>Discussion of research approaches and methods in the field of strategy and innovation                              | 2        | 5                   |
| <b>b.</b> | <b>SE Advanced Research in Strategy and Innovation</b><br>In-depth discussion and application of research approaches and methods in the field of strategy and innovation     | 2        | 5                   |
|           | <b>Total</b>   | <b>4</b> | <b>10</b>           |
|           | <b>Learning Outcomes:</b><br>Students acquire the ability to critically examine and apply research approaches and methods in strategic management and innovation management. |          |                     |
|           | <b>Prerequisites:</b> successful completion of two of the three compulsory modules acc. to §8 par. 1 no. 1 to 3  |          |                     |

| <b>7.</b> | <b>Compulsory Module: Conception of the Master's Thesis</b>  | <b>h</b> | <b>ECTS-Credits</b> |
|-----------|--|----------|---------------------|
|           | Agreement on the topic, scope and form of the Master's Thesis on the basis of a brief description of the content (synopsis) as well as agreement on the work processes and the course of study; planning a corresponding time frame for the completion of the Master's Thesis  | -        | 2.5                 |
|           | <b>Total</b>   | <b>-</b> | <b>2.5</b>          |
|           | <b>Learning Outcomes:</b><br>Students are able to write a brief description of the content of the planned Master's Thesis (synopsis), to outline a schedule, to conclude a written Master's Thesis agreement and to register the Master's Thesis with the Director of Studies. |          |                     |
|           | <b>Prerequisites:</b> successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 6 as well as elective modules acc. to §8 par. 2 amounting to 25 ECTS-Credits  |          |                     |

| <b>8.</b> | <b>Compulsory Module: Research Colloquium for the Master's Thesis</b>   | <b>h</b> | <b>ECTS-Credits</b> |
|-----------|---|----------|---------------------|
|           | <b>SE Research Colloquium for the Master's Thesis</b><br>The seminar serves to support the ongoing Master's Thesis. The work is presented, partial aspects are discussed in more depth and theoretical and research methodological aspects are discussed in detail. | 1        | 2.5                 |
|           | <b>Total</b>  | <b>1</b> | <b>2.5</b>          |
|           | <b>Learning Outcomes:</b><br>Students are able to design and carry out a scientific study and to present the research results in different contexts.  |          |                     |
|           | <b>Prerequisites:</b> successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 6 as well as the elective modules acc. to §8 par. 2 amounting to 25 ECTS-Credits   |          |                     |

(2) Elective modules acc. to §8 par. 2 no. 1 to 10:

| 1.   | <b>Elective Module: Innovation Ecosystems</b>   | <b>h</b> | <b>ECTS-Credits</b> |
|--|---|----------|---------------------|
| <b>a.</b>  | <b>EX Innovation Ecosystems</b><br>Excursion into a world-leading innovation ecosystem to gain a deeper understanding of the success factors and characteristics of a successful innovation ecosystem | 1        | 3                   |
| <b>b.</b>  | <b>UE Innovation Ecosystems</b><br>Discussion and in-depth examination of innovation ecosystems within the scope of the excursion   | 1        | 2                   |
|  | <b>Total</b>  | <b>2</b> | <b>5</b>            |
| <b>Learning Outcomes:</b><br>Students acquire an understanding of innovation drivers, new technologies and successful start-up initiatives. They will learn how companies work successfully with start-ups and benefit from innovation ecosystems. |   |          |                     |
| <b>Prerequisites:</b> successful completion of compulsory modules acc. to §8 par. 1 no. 1 to 3   |   |          |                     |

| 2.  | <b>Elective Module: Digital Innovation and Transformation</b>  | <b>h</b> | <b>ECTS-Credits</b> |
|---|--|----------|---------------------|
| <b>a.</b>   | <b>VU Digital Innovation and Transformation</b><br>Insights into methods, concepts and approaches for reacting to the digital revolution that is transforming industries, organisations and innovation processes                         | 1        | 3                   |
| <b>b.</b>   | <b>SE Digital Innovation und Transformation</b><br>Advanced examination and discussion of the changes in industrial and organisational innovation activities, processes and competencies for the use of opportunities in the digital age | 1        | 2                   |
|   | <b>Total</b>   | <b>2</b> | <b>5</b>            |
| <b>Learning Outcomes:</b><br>Students acquire the skills to react to digital transformations and to manage them accordingly. They will gain knowledge in connection with the speed of technological progress, new technologies and their implications for innovations and learn how initiatives for digital innovation and transformation can be implemented. |  |          |                     |
| <b>Prerequisites:</b> successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3  |  |          |                     |

| 3.        | <b>Elective Module: Leadership in Organisations</b>   | <b>h</b> | <b>ECTS-Credits</b> |
|-----------|---|----------|---------------------|
| <b>a.</b> | <b>VU Leadership in Organisations</b><br>Introduction to the central concepts of leadership theories in organisations, discussion of the role of leadership styles in the context of organisational structures, introduction to concepts relevant to influencing groups and organisations | 1        | 3                   |
| <b>b.</b> | <b>SE Leadership in Organisations</b><br>Advanced understanding, application and discussion of concepts, exercises and case studies on the role of the manager in the context of organisational structures and concepts of influencing groups and organisations                           | 1        | 2                   |
|           | <b>Total</b>  | <b>2</b> | <b>5</b>            |

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|  | <p><b>Learning Outcomes:</b><br/>Students acquire skills and knowledge about structural aspects of organisations. They critically reflect on the role of the manager in organisations, units and teams. They will acquire the ability to analyse the possibilities and limitations of management mechanisms by executives.</p> |
|  | <p><b>Prerequisites:</b> none</p>  |

| 4. | Elective Module: International Management  | h        | ECTS-Credits |
|----|--|----------|--------------|
| a. | <p><b>VU International Management</b><br/>Discussion of the theoretical foundations of international management and case studies on the management of international companies</p>              | 1        | 3            |
| b. | <p><b>SE International Management</b><br/>In-depth study of selected problems in international management</p>  | 1        | 2            |
|    | <b>Total</b>   | <b>2</b> | <b>5</b>     |
|    | <p><b>Learning Outcomes:</b><br/>Students acquire the ability to reflect on problems in the management of internationally active organisations and to develop proposed solutions for them.</p> |          |              |
|    | <p><b>Prerequisites:</b> none</p>  |          |              |

| 5. | Elective Module: Current Topics in Strategy and Innovation  | h        | ECTS-Credits |
|----|---|----------|--------------|
| a. | <p><b>VU Current Topics in Strategy and Innovation</b><br/>Discussion of current topics, concepts, techniques and methods in Strategy and innovation</p>                                | 1        | 3            |
| b. | <p><b>SE Current Topics in Strategy and Innovation</b><br/>In-depth discussion and application of current topics, concepts, techniques and methods in strategy and innovation</p>       | 1        | 2            |
|    | <b>Total</b>  | <b>2</b> | <b>5</b>     |
|    | <p><b>Learning Outcomes:</b><br/>Students get to know new concepts, techniques and methods in strategy and innovation and acquire the ability to critically examine and apply them.</p> |          |              |
|    | <p><b>Prerequisites:</b> none</p>   |          |              |

| 6. | Elective Module: Innovation Diffusion   | h        | ECTS-Credits |
|----|---|----------|--------------|
| a. | <p><b>VU Innovation Diffusion</b><br/>Insights into the diffusion of innovations along the life cycle of a product</p>  | 1        | 3            |
| b. | <p><b>SE Innovation Diffusion</b><br/>In-depth examination of concepts and models of diffusion and processes of the adoption of innovations, discussion of the suitability of strategies and models for certain groups of customers</p> | 1        | 2            |
|    | <b>Total</b>  | <b>2</b> | <b>5</b>     |
|    | <p><b>Learning Outcomes:</b><br/>Students learn theories and processes for introducing and disseminating innovations in social systems.</p>   |          |              |

|  |  |
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|  | <b>Prerequisites:</b> successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3 |
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| 7.   | <b>Elective Module: Innovation Lab</b>  | <b>h</b> | <b>ECTS-Credits</b> |
|--|---|----------|---------------------|
| <b>a.</b>  | <b>SE Innovation Lab</b><br>Imparting of the latest innovation approaches that are necessary to innovate sustainable solutions in innovation ecosystems | 1        | 3                   |
| <b>b.</b>  | <b>PJ Innovation Lab</b><br>Participation in innovation projects and solving certain subtasks in innovation ecosystems                                  | 1        | 2                   |
|  | <b>Total</b>  | <b>2</b> | <b>5</b>            |
| <b>Learning Outcomes:</b><br>Students learn the practical application of knowledge gained about innovation ecosystems and the development of holistic innovation solutions in interdisciplinary teams. |   |          |                     |
| <b>Prerequisites:</b> successful completion of compulsory modules acc. to §8 par. 1 no. 1 to 3   |   |          |                     |

| 8.   | <b>Elective Module: Software-Supported Corporate Management</b>  | <b>h</b> | <b>ECTS-Credits</b> |
|--|--|----------|---------------------|
| <b>a.</b>  | <b>VU Software-Supported Corporate Management</b><br>Introduction to the concepts and methods of software-based corporate management   | 1        | 3                   |
| <b>b.</b>  | <b>UE Software-Supported Corporate Management</b><br>Application and in-depth discussion of software-supported business processes based on different software solutions, such as Enterprise Resource Planning Systems (ERPS) and Business Intelligence Systems (BIS) | 1        | 2                   |
|  | <b>Total</b>   | <b>2</b> | <b>5</b>            |
| <b>Learning Outcomes:</b><br>Students acquire the ability to work with various software for software-supported corporate management. |  |          |                     |
| <b>Prerequisites:</b> none   |  |          |                     |

| 9.   | <b>Elective Module: Financial Management of Business Formation</b>   | <b>h</b> | <b>ECTS-Credits</b> |
|--|--|----------|---------------------|
| <b>a.</b>  | <b>VU Financial Management of Business Formation</b><br>Basics for the valuation of companies, possibilities of financing company start-ups for different funding rounds   | 1        | 3                   |
| <b>b.</b>  | <b>SE Financial Management of Business Formation</b><br>Analysis of existing income statements and balance sheets, creation of investment plans based on sales, costs, profit, cash flow, liquidity and risk forecasts and the effects of financing options on the balance sheet | 1        | 2                   |
|  | <b>Total</b>   | <b>2</b> | <b>5</b>            |
| <b>Learning Outcomes:</b><br>Students acquire the skills to analyse financing options for business start-ups and their effects, to draw up investment plans and to evaluate start-ups. |  |          |                     |
| <b>Prerequisites:</b> successful completion of the compulsory modules acc. to §8 par. 1 no. 1 to 3   |  |          |                     |

| 10.   | Elective Module: Strategy and Sustainability  | h        | ECTS-Credits |
|---|---|----------|--------------|
| a.  | <b>VU Strategy and Sustainability</b><br>Discussion of economic, social and ecological challenges for the strategic orientation of companies as well as theoretical concepts for sustainability and management of natural resources   | 1        | 3            |
| b.  | <b>SE Sustainability of Enterprises</b><br>Application of economic analysis for efficient and sustainable management of ecological resources as well as insights into institutional change and development of sustainable strategies, business models, products and legislation | 1        | 2            |
|   | <b>Total</b>  | <b>2</b> | <b>5</b>     |
| <b>Learning Outcomes:</b><br>Students acquire the ability to reflect on current social problems caused by a lack of resources and their consequences from a strategic perspective and to develop alternative models for current strategy, management and innovation logics. |   |          |              |
| <b>Prerequisites:</b> none  |   |          |              |

(3) Elective modules acc. to §8 par. 2 no. 11 to 17:

1. The following elective modules from the Master's Programme in Marketing and Branding, University of Innsbruck Bulletin of 3 May 2021, Issue 58, No. 697, in the currently valid version, can be selected:

- a) Design of Effective Market Information Systems
- b) Ethics in Marketing
- c) International Marketing
- d) Social Listening and Market Ethnography e) E-Commerce
- e) Current Issues in Brand Management

**Registration prerequisites for the courses of the modules:** positive evaluation of the compulsory modules acc. to §8 par. 1 no. 1 to 3

2. The following elective modules from the Master's Programme Organisation Studies, University of Innsbruck Bulletin of 19 April 2007, Issue 24, No. 187, in the currently valid version, can be selected:

Gender, Work and Organisation

**Registration prerequisites for the courses of the module:** positive evaluation of the compulsory modules acc. to §8 par. 1 no. 1 to 3

(4) Elective modules acc. to §8 par. 2 no. 18 to 19:

| 1.   | Elective Module: Module from other Master's Programmes at the Faculty of Business and Management or the Faculty of Economics and Statistics   | h | ECTS-Credits |
|--|---|---|--------------|
|  | One module amounting to 10 ECTS-Credits can be selected from the Master's Programmes at the Faculty of Business and Management or the Faculty of Economics and Statistics at the University of Innsbruck. |   | 10           |
|  | <b>Total</b>  |   | <b>10</b>    |
| <b>Learning Outcomes:</b><br>Students get an insight into another discipline corresponding to the learning outcomes specified by the resp. module. |   |   |              |
| <b>Prerequisites:</b> The prerequisites specified by the resp. curricula must be met.  |   |   |              |

| 2. | <b>Elective Module: Interdisciplinary Skills</b>  | <b>h</b> | <b>ECTS-Credits</b> |
|----|---|----------|---------------------|
|    | Providing the availability of places, courses amounting to 10 ECTS-Credits may be selected from the curricula of other master's programmes at the University of Innsbruck or from the elective Minors provided for master's programmes. |          | 10                  |
|    | <b>Total</b>  |          | <b>10</b>           |
|    | <b>Learning Outcomes:</b><br>This module serves to expand the study programme and to acquire additional qualifications.   |          |                     |
|    | <b>Prerequisites:</b> The prerequisites specified by the resp. curricula must be met.   |          |                     |

### § 10 Master's Thesis

- (1) The topic of the Master's Thesis must be directly related to one or more of the compulsory modules acc. to §8 par. 1 no. 1 to 6 or the elective modules acc. to §8 par. 2 no. 1 to 10. The Master's Thesis is a scientific paper.
- (2) By writing the Master's Thesis, students have to prove that they are independently capable of applying and reflecting on theoretical and methodological instruments of the subject on a narrowed down topic within a limited period of time.
- (3) Students are entitled to suggest the topic for their Master's Thesis or to select from a number of suggestions.
- (4) The Master's Thesis covers 25 ECTS-Credits.
- (5) Written announcement of the topic and the supervisor of the Master's Thesis requires the successful completion of the compulsory modules acc. to §8 par 1 no. 1 to 6 and of elective modules acc. to §8 par. 2 to a n extent of 25 ECTS-Credits.
- (6) The completed Master's Thesis must be submitted to the university Director of Studies in writing and in the electronic form specified.
- (7) Several students may work on a topic together if the achievements of the individual students are identified and allocable.
- (8) If the supervisor agrees to it, the Master's Thesis may be written in another language.

### § 11 Examination regulations

- (1) The evaluation of a module is based on the evaluation of the courses of the module (course examinations).
- (2) For courses with continuous performance assessment, the examination methods (written/oral/papers) are specified by the course instructor before the start of the course.
- (3) The performance assessment of the compulsory module acc. to §8 par. 1 no. 7 takes place by the supervisor, based on the synopsis. Positive evaluation reads "successfully completed", negative evaluation reads "unsuccessfully completed".
- (4) Modules selected from other master's programmes acc. to §8 par. 2 no. 11 to 19 are subject to the examination regulations of the curricula they have been taken from.

### § 12 Academic degree

Graduates of the Master's Programme in Strategic Management and Innovation are rewarded the academic degree "Master of Science", abbreviated as "MSc".

### § 13 Coming into force

This curriculum comes into force as of 1 October 2021.

#### **§ 14 Transitional provisions**

- (1) Regular degree students who have started the Master's Programme in Strategic Management before the 1 October 2021, are entitled to finish this programme within a maximum of five semesters from this time onwards. They are entitled to change to the curriculum for Strategic Management and Innovation on a voluntary basis any time.
- (2) The recognition of exams acc. to §78 par. 1 Universities Act 2002 is regulated in the appendix.