

Strategy & Innovation

Strategy & Innovation: Perspectives

The Master's program qualifies you for future jobs as, for instance, executive assistant, management and strategy consultant, business development, division or business unit manager, up to the level of vice president or CEO, or academic researcher.

2nd Semester

- Management Research (compulsory)

Specialization courses:

- Knowledge & Innovation Management (compulsory)
- Global Strategic Management (elective)
- Entrepreneurship (elective)

3rd Semester

- Strategy and Change Management Research (compulsory)

One out of two electives:

- Strategic Management of NPOs
- Creativity, Innovation and Change

One module from the other specializations, or from the following list:

- Financial Analysis
- Gender, Work and Organization
- Corporate Communication and Governance

4th Semester: Master's thesis

Former Master Theses, e.g.

- What You Connect is What You Get! An Exploratory Study on the Allocation of Real Innovators within Social Networks
- Community Based Online Design Contests: Members between Competition and Cooperation
- Internet Enabled Business Model Innovation
- The Effect of Hybrid Consumer Experiences on Consumer Value Dimensions, Satisfaction, Loyalty and Word of Mouth - A Quantitative Study
- Cultural Antecedents for Cross-Boundary Knowledge Sharing - A Quantitative Study
- Innovation in Small and Smallest Companies - Motivational Factors for Creativity and New Product Development
- How Smart Companies Can Use Green Management to Innovate, Create Value and Build a Competitive Advantage
- Drivers of Modern Arts Museum Attendance: A Categorization Proposal of Experience Consumers

Academic Guest lecturers



Karim R. Lakhani is Assistant Professor of Business Administration at the Harvard Business School.



Johann Füller is CEO of the HYVE AG, Munich, Research Affiliate, MIT



Thomas Kohler is assistant professor at Hawaii Pacific University.

Strategy & Innovation: Guests



Guest lecturers from Practice



*Gudrun Ongania,
Change Managerin
Asea Brown Boveri, Zurich*

*Friedericke von Stutterheim,
Change Managerin
BMW, Munich*



Freude am Fahren

*Johannes Eler
Vice President Innovation, i-LAB*

*Wolfgang Bamminger,
Innovation Manager, i-LAB
Swarovski, Wattens*



Company visits



Freude am Fahren



Strategy & Innovation: Excursions, Company visits, workshops



Excursion to the Daimler Innovationswerkstatt, Stuttgart: Creativity Workshop

