MSc Business Administration: Entrepreneurship and Innovation
September intake academic year 2017-2018

<table>
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<th>Period 1</th>
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<td>Theories of Entrepreneurship and Innovation 6 ec</td>
<td>International Entrepreneurship 6 ec</td>
<td>Thesis Proposal Entrepreneurship and Innovation 5 ec</td>
<td>Master’s Thesis Entrepreneurship and Innovation 15 ec</td>
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**1st SEMESTER** September - January

**Choose one theories course:**
- Theories of Marketing 6 ec
- Theories of Leadership and Management 6 ec
- Theories of Strategy 6 ec
- Theories of International Management 6 ec
- Theories of Entrepreneurship and Management in the Creative Industries 6 ec
- Theories of Digital Business 6 ec

**Business Seminar** 1 ec

**2nd SEMESTER** February - June

**Choose one course from the Business Lab:**
- Branding 6 ec
- Branding for Start-ups 6 ec
- Business Strategy and Sustainability 6 ec
- Cases in Leadership 6 ec
- Design Driven Business Innovation 6 ec
- Globalisation and Offshoring 6 ec
- Marketing Metrics 6 ec
- Mergers and Acquisitions 6 ec
- Operational Excellence 6 ec
- Organisation Design for the 21st Century 6 ec
- Performance Management 6 ec
- Retail Strategy and Marketing 6 ec

**Choose one Thesis Workshop:**
- Database Research 2 ec
- Experiment Design 2 ec
- Qualitative Research / Case Studies 2 ec
- Social Media Research 2 ec
- Survey Design 2 ec

**Choose one course from the Business Lab:**
- Business Cases in New Technology 6 ec
- Business Negotiations 6 ec
- Cases in Retail Marketing 6 ec
- Change Management 6 ec
- Corporate Venturing 6 ec
- Cross Cultural Management 6 ec
- Entrepreneurial Finance 6 ec
- Entrepreneurship and Business in China 6 ec
- International Business and Sustainable Development 6 ec
- Managing Creativity 6 ec
- Marketing Communications 6 ec
- Online Marketing 6 ec
- Social Media Marketing 6 ec
- Strategy Consulting 6 ec
- Sustainable Business Models 6 ec

**Choose one Thesis Workshop:**
- Quantitative Data Analysis 1 ec

This schedule is subject to change in the following academic year