

[www.iu.org](http://www.iu.org)

# MASTER (M.A.) DIGITAL INNOVATION AND INTRAPRENEURSHIP

Digital innovation is absolutely necessary for companies to improve market performance, generate new business, and set themselves apart from competitors. This requires in-depth internal competence of the company to expertly initiate and implement innovation from within: intrapreneurship. This is precisely where the M.A. Digital Innovation and Intrapreneurship programme comes into play. It provides you with academically sound and practice-oriented education in the field of digital innovation and enables you to take on responsibility in a variety of corporate innovation management areas.



## Degree

Master of Arts (M.A.)



## Electives

In the Digital Innovation and Intrapreneurship distance learning programme, you can choose electives worth 10 ECTS and thus focus on interesting practical areas.



## Study model and accreditation

- Online
- German accredited institution, recognised by ZFU (German Central Office for Distance Learning)



## Study start and duration

Official start date: November 16<sup>th</sup>, 2022\*

Afterwards: Anytime

Duration: 12, 18, 24 months



## Credits

60 ECTS

\*This programme is still in the process of accreditation and recognition. We expect approval from the relevant ministry by the programme's official start date. So far, all IU programmes have been accredited and approved successfully and on time.

## Study Content (60 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
<b>1</b>			
Innovation and Entrepreneurial Ecosystems		5 ECTS	E
Entre- and Intrapreneurship		5 ECTS	E
Digital Business Models		5 ECTS	E/WACS
Disruptive Innovation		5 ECTS	E
Hybrid Project Management		5 ECTS	E
in Digital Transformation			
Advanced Research Methods		5 ECTS	WAWA
<b>2</b>			
Seminar: Current Topics of Innovation and Entrepreneurship		5 ECTS	WARE
Electives A		10 ECTS	
Master Thesis and Colloquium		15 ECTS	WAMT & PC

## CHOOSE YOUR ELECTIVES

Choose one elective from

“Electives A” list:

- Start Up Lab
- Artificial Intelligence
- Data Science and Analytics
- Big Data
- IT Project and Architecture Management
- Corporate Finance and Investment
- Consumer Behavior and Brand Management
- Leadership and Change
- Performance Management
- Product Development and Design Thinking
- Agile Start Up Methods

## ELECTIVES

The programme offers you an attractive selection of elective modules, which allow you to specialise in technical or business administration subjects according to your interests and needs. Elective modules such as “**Artificial Intelligence**”, “**Data Science and Analytics**”, or “**IT Project and Architecture Management**” mean you can acquire further fundamental knowledge for **digitally driven business models**. The business **management-oriented elective modules** such as “**Performance Management**”, “**Consumer Behaviour and Brand Management**” or “**Leadership and Change**” address the aspects specific to innovation efforts.

## CAREER OUTLOOK

Upon graduating from this programme, you will be able to go into a range of positions related to digital innovation management. As an **Innovation Project Leader** you can take charge of your own team and be the link between product development and marketing. As an **Innovation Specialist** you can analyse, design and implement prototypes as well as testing them. You could also turn our hand to being an Innovation and **Application Development Manager**, initiating, leading and taking responsibility for customer support aspects of product and application projects.

## ADMISSION

We try to keep admission as simple as possible at IU. To successfully enrol, there are just a few requirements we need you to prove.

### GENERAL ADMISSION REQUIREMENTS

- Completed undergraduate degree with 240 ECTS.
- Your degree must be from a state or state-recognised higher education institution/university
- You must have achieved a final grade of at least “satisfactory” or Grade C equivalent in your previous undergraduate degree
- Proof of at least one year’s professional work experience completed prior to the start of study programme. Work experience must have been gained after completion of your undergraduate studies

### FURTHER ADMISSION OPPORTUNITIES

Depending on your previous education, the following entry options are applicable for the **60-ECTS Master’s degree**:

- undergraduate degree with 210 ECTS: you can bridge the gap of 30 ECTS with the proof of one year qualified work experience
- undergraduate degree with 180 ECTS: you can bridge the gap of 60 ECTS with the proof of two years qualified work experience

Recognition of knowledge and abilities acquired outside of higher education is possible in principle.



## WORK EXPERIENCE

### For the 60 ECTS programme:

- Proof of at least one year's qualified work experience completed prior to the start of the study programme (the work experience must be gained after the completion of your undergraduate studies).
- Don't have a year's worth of qualified work experience? Don't worry! With the Scholarship Programme, you can start your studies right away, and gain your professional experience alongside your studies. You'll need to achieve the one year's worth of experience before you complete your Scholarship Programme.
- You can provide us a translation of your employment contract and your pay slip or you can ask your company to fill out this form in English, sign it, apply the company stamp and send it to us.

## SCHOLARSHIP PROGRAMME

Start in our scholarship programme as a participant with immediate access to 50% of your courses. Once admission and the courses are completed, you can finish your degree.

- To start a 60-ECTS degree, you will need a minimum of 240 ECTS credits from your previous studies but can "bridge" up to 60 ECTS with 2 years of professional experience.

**Questions?** Speak to your study advisor, they will guide you through every step of the process.

## PROOF OF ENGLISH LANGUAGE SKILLS

We therefore ask for proof of your English language skills\*. If English is your native language or you graduated from an English-speaking school/university, you don't need to prove your English skills.

Accepted certifications:

- English Courses (complimentary when signing up with IU)\*\*
- TOEFL (min. 80 points) or
- IELTS (min. Level 6.0 out of 9 points) or
- Duolingo English test (min. 95 points) or
- Cambridge Certificate (min. B grade overall) or
- Equivalent proof

# 8 STEPS TO COMPLETE YOUR STUDIES

1

Register and apply online

2

Choose your course

3

Download your study scripts

4

Work independently with study scripts

5

Take part in Q&A sessions

6

Prepare for exams and take them either:

- directly online, or
- at an IU examination centre (remember to register in time).

7

Master thesis and colloquium

8

Complete your studies with certificate

\*Proof must be provided before the start of the study and must not be older than five years.

\*\*Please note that English Courses aren't accepted as a language certificate for on campus study programmes.