

## CURRICULUM M.ENG. GROWTH HACKING FOR ENTREPRENEURS

### DISTANCE LEARNING, 60 ECTS credits

Semester			Module	Course Code	Course	ECTS credits	Type of Exam	
FT	PT I	PT II						
1. Semester	1. Semester	1. Semester	Advanced Growth Hacking	DLMGHAGH01	Advanced Growth Hacking	5	Case Study	
			Business Model Design	DLMIEEBMD01	Business Model Design	5	Written Assignment	
			Lean Start Up	DLMIEELSU01	Lean Start Up	5	Exam	
	2. Semester	2. Semester	2. Semester	Project: Growth Hacking Tools	DLMGHPGHT01	Project: Growth Hacking Tools	5	Project Report
				Applied Research	DLMAF01_E	Applied Research	5	Written Assignment
				Seminar: Current Topics of Innovation and Entrepreneurship	DLMIEESCTIE01	Seminar: Current Topics of Innovation and Entrepreneurship	5	Research Essay
2. Semester	3. Semester	3. Semester	Project: Growth Hack Development	DLMGHPGHD01	Project: Growth Hack Development	5	Project Report	
			ELECTIVE A*		e.g. Consumer Behavior and Growth Hacks	10		
			Master Thesis		Master Thesis Thesis Defense	14 1	Master Thesis Presentation: Colloquium	
Total			60 ECTS credits					

#### Elective A

Innovation und Sales  
 Digital Transformation  
 E-Commerce  
 SEA and Social Media Marketing  
 Neuromarketing  
 Product Development and Design Thinking  
 Performance Marketing  
 Marketing Project and Agile Project Management  
 Data and Conversion Rate  
 Consumer Behavior and Growth Hacks  
 Data Science and Analytics  
 Big Data Applications  
 IT Project and Architecture Management  
 Leadership and Change  
 Artificial Intelligence  
 Start Up Lab  
 AI and Mastering AI Prompting



You can find more information about your degree program in the module handbook on our website.



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You've already planned out exactly how your course schedule should look? Wonderful! The IU International University of Applied Sciences offers you the flexibility to choose any module you like from any semester. You can work on a number of modules at the same time or one by one.



At the beginning, choose modules that particularly interest you or that you can use directly in your job. This motivates you and gives you success right from the start.



\* Elective: Choose one module

FT: Full-Time, 12 months  
 PT I: Part-Time I, 18 months  
 PT II: Part-Time II, 24 months