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	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	
		4.	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

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

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