

# ENTREPRENEURSHIP

Master of Arts



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### STUDY CONTENT

Changing the market with an innovative idea, finally being your own boss or solving social problems with a business idea and making the world a little better – there are many motives for founding a company.

The degree course “Entrepreneurship” provides you with the knowledge and skills you need to spur on your entrepreneurial spirit and make your plans successful reality. However, such competences are not only relevant for starting your own business. Modern companies must be able to recognise market opportunities at an early stage, develop innovative business ideas and implement them successfully. To achieve this, employers need creative lateral thinkers who shape progress and drive goals forward with an alert entrepreneurial spirit.

In this master’s degree programme, you will deal with topics such as start-up management and business modelling and deal with various financing and growth strategies. Furthermore, you will learn about the importance of digital and social media for the success of a young company as well as their professional and targeted use. Non-profit or social start-ups and future-oriented aspects of sustainability are also on the curriculum.

In addition, with the Hochschulgründernetzwerk Cologne e. V. (hgnc) at CBS you have the opportunity to participate in foundation-specific seminars and to prepare your foundation in a sound manner in free coaching sessions alongside and after your studies.

Graduates of this study programme work, among others, in the following sectors or business areas:

- Business Start-up & Formation
- Management succession
- Business development
- International Marketing
- Innovation management
- Social start-up
- Research & development
- Strategic management
- Consulting

### AT A GLANCE

START OF STUDIES	LECTURE LANGUAGE	DURATION
Fall (August) Spring (January)	English	4 semesters incl. master’s thesis
STUDY LOCATION	STUDY FORM	ELECTIVE COURSES
Cologne & Potsdam	Full-time (120 ECTS)	In the 2nd & 3rd semester
INTERNSHIP	SEMESTER ABROAD	BUSINESS PROJECT
Minimum 8 weeks (obligatory)	In the 4th semester (optional)	In the 2nd semester
FOREIGN LANGUAGE COURSES	SOFT SKILLS	
From 1st – 3rd semester	From 1st – 3rd semester	

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## Study plan

### 1. SEMESTER

Business Economics	Module 1	3 ECTS
Empirical Research Methods	Module 1	3 ECTS
Strategic Analysis & Management	Module 2	3 ECTS
Innovation Management & Digital Transformation	Module 2	3 ECTS
Corporate Social Responsibility	Module 3	3 ECTS
Corporate Governance	Module 3	3 ECTS
The Entrepreneur in the Age of Digitalization	Module 4	3 ECTS
Start Up Management & Business Modeling	Module 4	3 ECTS
Advanced Intercultural Team Leadership	Module 12	2 ECTS
Advanced Negotiation & Influencing Skills	Module 15	2 ECTS
Language & Communication Skills I <sup>1</sup>	Module 18	2 ECTS

### 2. SEMESTER

International Economics	Module 5	3 ECTS
Applied Management Accounting	Module 5	3 ECTS
Business Elective <sup>3</sup>	Module 6	3 ECTS
Interdisciplinary Elective <sup>4</sup>	Module 6	3 ECTS
Digital Network Economy	Module 7	3 ECTS
Finance & Growth	Module 7	3 ECTS
Business Project	Module 8	6 ECTS
International Project Management	Module 13	2 ECTS
Financial Fraud & Ethics	Module 16	2 ECTS
Language & Communication Skills II <sup>1</sup>	Module 19	2 ECTS

### 3. SEMESTER

Value Based Management	Module 9	3 ECTS
Sustainable Supply Chain Management	Module 9	3 ECTS
Business Elective <sup>3</sup>	Module 10	3 ECTS
Interdisciplinary Elective <sup>4</sup>	Module 10	3 ECTS
Social Entrepreneurship in an International Context	Module 11	3 ECTS
Business Simulation Game	Module 11	3 ECTS
Skills Elective <sup>2</sup>	Module 14	2 ECTS
Programming & Modelling	Module 17	2 ECTS
Language & Communication Skills III <sup>1</sup>	Module 20	2 ECTS
Master Thesis Tutorial	Module 19	2 ECTS
Internship <sup>4</sup> (at least 8 weeks)		

### 4. SEMESTER

Master Thesis	24 ECTS
Internship <sup>4</sup> (at least 8 weeks)	10 ECTS

- General economic science teaching content
- Interdisciplinary competences
- Programme-specific teaching content
- Elective range

Each course usually comprises two hours per week during the semester.

- 1 For non-native German speakers a choice between English taught Advanced Critical Thinking & Writing Skills course and German is offered.
- 2 In courses such as “Advanced Intercultural Team Leadership” or “International Project Management” your social and leadership skills are trained. In addition to various compulsory courses, there are optional subjects where you can choose which of your competences should be particularly strengthened.
- 3 In these business elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as “Pricing”, “Branding”, “Leadership”, “Entrepreneurship”, “International Investment”, “Risk Management” or “Portfolio Management”.

4 In these Interdisciplinary Electives you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as “Big Data and Cloud Management”, International Law”, “International Competitiveness”, “E-Commerce”, “Special Issues in Globalization”, “Global & Industrial Corporate Responsibility”, “Public Relations”, “Video Marketing”, “Online Aesthetics”, “Tourism Consulting” or “Business Travel”.

5 During the semester break you will complete an internship of at least eight weeks at home or abroad