MSC IN ECON. AND BUS. ADMIN. – INNOVATION MANAGEMENT AND BUSINESS DEVELOPMENT*
INNOVATING AND DEVELOPING TOMORROW’S BUSINESSES

I chose this MSc programme because it combines a high level of academic research with practical business cases, company visits, and projects. I was interested in how to develop new business in a company, how to enter a new market, how to bring a product from idea to launch. In my current role as strategy consultant, I can use my skills as I develop strategies and execute projects. The MSc not only gave me the relevant tools to analyse markets, opportunities, trends, customers and competitors, it also helped me gain a solid understanding of business processes – all of which is critical for building innovative organisational capabilities to grow our business in an ever-changing environment.

KATHLEEN WAGNER
MSc in Innovation Management and Business Development, from Germany
Strategy Consultant, Danfoss

Innovation has become an imperative, not only for private firms but increasingly for the public sector too. CEOs and governments alike now consider innovation management one of the most important competencies in today’s world.

This programme offers a solid background in innovation management including management of innovation from idea to commercialisation, innovation strategies, structures and cultures, market forces of innovation, and the management of intellectual property rights and entrepreneurship.

The MSc in Innovation Management and Business Development provides a unique opportunity to experience the challenges of innovation processes and to develop an understanding of the rationale behind both technology development and the development of markets and business. There is broad empirical agreement that a multidisciplinary understanding is key for successful cooperation between the technical and market-related focus in innovation marketing, and ultimately for innovation success. The programme aims to enhance students’ understanding of strategies, structures, processes, people, and cultures so as to drive successful innovation and enhance the innovative capability of organisations.

STRONG COMPETENCIES, FUTURE JOB OPPORTUNITIES
The programme will provide you with the competencies and skills you need to fill managerial positions in manufacturing and service companies and in consulting firms. You will be equipped to work specifically with planning and implementation of innovation strategies, creation and advancement of innovative processes, and development of new businesses.

In large companies, graduates of the programme have become champions for innovation by bridging the gap between R&D, production, and sales activities and helping to support and shape the innovation culture. In small and medium-sized companies, our graduates have acted as entrepreneurs, combining technological know-how with a profound business understanding.

PLACE OF STUDY
Aarhus

ANNUAL TUITION FEE
EU/EEA/Swiss citizens: FREE
Others: EUR 10,000

WWW
masters.au.dk/innovationmanagement

Fees are subject to change. See international.au.dk.
## MSC IN ECON. AND BUS. ADMIN. – INNOVATION MANAGEMENT AND BUSINESS DEVELOPMENT*

**INNOVATING FOR TOMORROW IN A HIGHLY INTERNATIONAL ENVIRONMENT**

<table>
<thead>
<tr>
<th>1st SEMESTER</th>
<th>2nd SEMESTER</th>
<th>3rd SEMESTER</th>
<th>4th SEMESTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovation Management Research</td>
<td>Managing Innovation</td>
<td>Electives at AU / Internship / AU Summer University / Study Abroad</td>
<td>THESIS</td>
</tr>
<tr>
<td>Innovation Challenge: Hands-on Project</td>
<td>Business Development, Innovation and Strategy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financing Innovation and Entrepreneurship</td>
<td>Appropriating Innovation - Managing Intellectual Property</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classic Readings in Innovation and Entrepreneurship</td>
<td>Entrepreneurship</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| 30 ECTS | 30 ECTS | 30 ECTS | 30 ECTS |

---

**AARHUS BSS**

Aarhus BSS (School of Business and Social Sciences) is one of Aarhus University’s four faculties. With approximately 13,000 full-time students, several thousand part-time students, more than two hundred PhD students and nearly six hundred faculty members, Aarhus BSS ranks among the largest business schools in Europe and is Denmark’s biggest business and social sciences unit at university level. Building on its broad academic base, it encompasses both traditional business and social science disciplines. Aarhus BSS holds the distinguished AACSB, AMBA and EQUIS accreditations and is thus a triple-crown business school.

**LEARNING IN AN INTERNATIONAL CONTEXT**

At Aarhus BSS, we conduct research and teaching at the highest academic level. We are dedicated to imparting to our students exactly the knowledge, skills, and experience that are in demand – the skills that are essential for engaging in professional business activities in a global marketplace.

Our broad scope enables us to attract researchers, lecturers, and students from all over the world. With their help, we have built an international environment in which academic and cultural views are exchanged, experiences gathered, and friendships formed.

Our students are encouraged to take a semester abroad at one of Aarhus BSS’s approximately three hundred partner universities around the world. Studying abroad is an excellent opportunity for you to expand your horizon academically, culturally and personally, and for you to acquire valuable international experience and qualifications that are in high demand in companies and organisations everywhere.

---

**PLACE OF STUDY**

Aarhus

**ANNUAL TUITION FEE**

EU/EEA/Swiss citizens: FREE

Others: EUR 10,000

**WWW**

masters.au.dk/innovationmanagement

---

Fees are subject to change. See international.au.dk