BUSINESS DEVELOPMENT

PROBLEM-SOLVING IN A REAL-LIFE CONTEXT

Thanks to my education and experience, I am now a technical documentation coordinator. I work with the latest technologies and their implementation in the wind-power market. The programme at Aarhus BSS gave me a strong foundation for my current position with a broad understanding of the different technologies and the various ways they can be implemented. Actually the programme gave me more than I expected – it enriched me not only as a professional, but as a person. I highly recommend it to anybody interested in technology implementation.

ZHENI VALCHANOVA
MSc in Engineering - Technology Based Business Development, from Bulgaria
Technical Documentation Coordinator, Siemens Wind Power

BUSINESSES TODAY FACE ISSUES OF RAPID INNOVATION AND CHANGE THAT HAVE LED TO INCREASED DEMAND FOR GRADUATES WITH A THOROUGH UNDERSTANDING OF ENGINEERING PRACTICES AND NEW SUPPORT TECHNOLOGIES FOR ENGINEERING MANAGEMENT AND BUSINESS MODEL INNOVATION. ON THE MSc IN TECHNOLOGY-BASED BUSINESS DEVELOPMENT YOU WILL LEARN TO COLLECT, GENERATE, UNDERSTAND, AND ASSESS NEW TECHNOLOGICAL KNOWLEDGE, NEW BUSINESS OPPORTUNITIES, AND NEW CENTRAL TECHNOLOGIES FOR COMPANIES’ OPERATING MODELS.

PROBLEM-SOLVING IN A REAL-LIFE CONTEXT

During the first and second semesters, the MSc programme applies theories, models, and concepts to real-life problems. These first two semesters give you the opportunity to work on assignments that originate with a company and may also be carried out within the same context. In the third and fourth semesters, students can intensify their engagement with a company so that most of their credits are gained in the corporate environment. The company could also be the student’s own start-up company within the framework of our business incubator.

QUALITY TEACHING IN AN INFORMAL SETTING

The MSc in Technology-Based Business Development is dedicated to the highest-quality teaching in an informal and egalitarian learning environment. Teaching is conducted as a combination of traditional lectures, teamwork, individual study, and empirical investigations using observations, measurements, and interviews. Collaborating in small groups on projects gives students the chance to make the most of the international student environment.

CAREERS

Graduates will work between innovations and operations to ensure positive relations between new and existing company business areas. The Technology-Based Business Development programme is an excellent foundation for a career as an innovation facilitator, operations specialist, technical sales manager, product manager, business developer, or R&D project manager.

PLACE OF STUDY

Herning

ANNUAL TUITION FEE

EU/EEA/Swiss citizens: FREE
Others: EUR 13,500

WWW

masters.au.dk/technologybasedbusinessdevelopment/
MSC IN ENGINEERING – TECHNOLOGY BASED BUSINESS DEVELOPMENT*
PROBLEM-SOLVING IN A REAL-LIFE CONTEXT

<table>
<thead>
<tr>
<th>1ST SEMESTER</th>
<th>2ND SEMESTER</th>
<th>3RD SEMESTER</th>
<th>4TH SEMESTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management of Technology</td>
<td>Technological Business Management</td>
<td>Model Innovation</td>
<td>Model Innovation</td>
</tr>
<tr>
<td>Research Design in Engineering Technology Specialisation 1</td>
<td>Technology Specialisation 2</td>
<td>Thesis</td>
<td>Thesis</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-crowned 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
Herning

ANNUAL TUITION FEE
EU/EEA/Swiss citizens: FREE
Others: EUR 13,500

WWW
masters.au.dk/technologybasedbusinessdevelopment/