

Curriculum Innovation Design Management (M.A.)

Module Key	Module	Credit Points per Sem.		Credit-points per module	Hours per week (HWS)	Workload			weight of exam related to final grade
		1.	2.			Total	Hours in Class	Hours Self-Study	
T1	Design Culture	6		6	4	150	45	105	10,00%
T11	Atlas of Design	3			2	75	22,5	52,5	
T12	Age of Disruption	3			2	75	22,5	52,5	
T2	Business Management and Market Analysis	8		8	4	200	45	155	14,00%
T21	Economic Theory	4			2	100	22,5	77,5	
T22	Market Analysis Tools	4			2	100	22,5	77,5	
P1	Product Strategy	6		6	6	150	67,5	82,5	10,00%
P11	Theory & Concept	3			2	75	22,5	52,5	
P12	Workshop	3			4	75	45	30	
P2	Digital Brand Innovation and Strategic Branding	6		6	6	150	67,5	82,5	10,00%
P22	Theory & Concept	3			2	75	22,5	52,5	
P23	Workshop	3			4	75	45	30	
P3	Research project	4		4	3	100	33,75	66,25	6,00%
P31	Research & Topic	2			1	50	11,25	38,75	
P32	Colloquium	2			2	50	22,5	27,5	
P4	Entrepreneurship		6	6	6	150	67,5	82,5	10,00%
P41	Theory & Concept		3		2	75	22,5	52,5	
P42	Workshop		3		4	75	45	30	
Electives (1 out of 2)									
E	Elective		6	6	6	150	67,5	82,5	10,00%
E1	Course 1		3		2	75	22,5	52,5	
E2	Course 2		3		4	75	45	30	
TH	Final Thesis Project		18	18		450		450	30,00%
	Final Thesis Project		18			450		450	
Total		30	30	60	35	1.500	394	1.106	100,00%

Electives (1 out of 2)									
E 1	Product Strategy		6	6	6	150	67,5	82,5	10,00%
E11	Theory & Concept		3		2	75	22,5	52,5	
E12	Workshop		3		4	75	45	30	
E 2	Identity Design		6	6	6	150	67,5	82,5	10,00%
E21	Theory & Concept		3		2	75	22,5	52,5	
E22	Workshop		3		4	75	45	30	