

Modulplan / Curriculum (ab Wintersemester 2020/2021)
Masterstudiengang (MSc) Entrepreneurship and Management

Semester 1 Start-Up 30 ECTS	Startup Management 1 (4 ECTS) >Introduction Entrepreneurship >Digital Entrepreneurship Startup Management 2 (3 ECTS) > Opportunity Recognition & Business Models	Developing Entrepreneurs (6 ECTS) >Design Thinking >Entrepreneurs & Entrepreneurial Teams >Human Resources & Entrepreneurial Culture	Startup Development (6 ECTS) >Startup Financing >Founding Process >Startup Marketing	Startup Lab 1 (8 ECTS) >Startup Lab 1	Elective Subject 1 (3 ECTS) >Elective Subject 1
	Semester 2 Growth 30 ECTS	Growth Management (6 ECTS) >Growth Strategies & Alliances >Growth Simulation >Life Cycle Management of Product & Services	Financial Management (6 ECTS) >Growth Finance >Controlling & Corporate Valuation >Tax & Law	Strategic Entrepreneurship & Marketing (6 ECTS) >Internationalization Strategies >Negotiation Techniques >Entrepreneurial Marketing & Sales	Startup Lab 2 (6 ECTS) >Startup Lab 2 Research Methods 1 (3 ECTS) >Research Methods 1
Semester 3 Change 30 ECTS	Change Management (6 ECTS) >Complexity Management >Corporate Change >Corporate Entrepreneurship	Family Business & Sustainable Entrepreneurship (6 ECTS) >Family Business & Succession >Corporate Governance >Social & Sustainable Entrepreneurship	Leadership & Organization (6 ECTS) >Transformational Leadership >Digital Leadership >Organizational Development	Startup Lab 3 (6 ECTS) >Startup Lab 3	Research Methods 2 & Exposé Masterthesis (3 ECTS) >Research Methods 2 >Exposé Masterthesis Elective Subject 3 (3 ECTS) >Elective Subject 3
Semester 4 Thesis 30 ECTS	Masterthesis (27 ECTS) >Erstellung Masterthesis >Kolloquium >Präsentation und Verteidigung				Elective Subject 4 (3 ECTS) >Elective Subject 4

Änderungen vorbehalten. Stand: 03. Dezember 2020

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