Sylwetka absolwenta
MANAGEMENT OF INNOVATION AND BUSINESS DEVELOPMENT

field of study: management
four semester master programme

In times of the global economic crisis and the shrinking labour market creating your own business may be a smart choice. During this programme students will learn how to develop ideas for a new business, start a company and develop it. The main focus of the programme is on entrepreneurship and innovation management. Skills for effective business collaboration and leadership will be nourished. Students will be guided how to manage a company with creativity and how to systematically learn from the best. Comprehensive training in business supporting IT tools compliment the programme.

Students will learn to prepare business plans, make budgets, manage innovation and organise business development projects. The programme will be run with the active participation of successful entrepreneurs from our region.