## Master in Entrepreneurship and Innovation

120 ECTS credits and it is structured in the following way:

Growth Mindset
Foundations of Entrepreneurship
Statistical Methods for Business Analysis Research Coaching Lab
Economics for Management (Business Economics and Innovation Economics)
Research Coaching Lab

A group of mandatory subjects defines the footprint of this program.

At the end of the first semester, students choose between two alternative streams characterized by distinct courses.

## **ENTREPRENEURSHIP**

## **INNOVATION & MANAGEMENT**

Entrepreneurial Finance and VC Entrepreneurial Marketing Social Entrepreneurship Innovation Management
Project Management
Market Research

Family Business Management
Marketing B2B and Sales Management
Service Design

Students can personalize their study plan by choosing 3 elective courses from the list of activated subjects. This list is updated over the years.

## Startups Law and Industrial Law

People management Scaling-up Management and Design Digital Transformation

Project Lab: Startups

Project Lab: Corporate Innovation

Free choice courses (2x)

Final Thesis

study plan by selecting 2 additional subjects by choosing master courses from this study programme, as well as from the other unibz graduate programmes.

Finally, students can further customize their

An then there is is the master thesis based on an original study (15 ECTS credits).