

MSC IN ECON. AND BUS. ADMIN. – INNOVATION MANAGEMENT AND BUSINESS DEVELOPMENT*

INNOVATING FOR TOMORROW IN A HIGHLY INTERNATIONAL ENVIRONMENT

Innovation has become an imperative not only for most private firms, but increasingly also for the public sector. Therefore, innovation management is considered one of today's world's most important competencies by CEOs and governments alike.

This programme offers a general background in innovation management, including the management of innovation from invention to commercialisation; innovation strategies, structures, and cultures; market forces of innovation and market-oriented new product development; the management of intellectual property rights and entrepreneurship.

The MSc in Innovation Management and Business Development provides a unique opportunity to experience the challenges of product development processes and to develop an understanding of the rationales on both the technology and the business management side. There is broad empirical agreement that such a multidisciplinary understanding is a key prerequisite for successful cooperation between R&D and marketing, and ultimately for innovation success. The aim of the programme is therefore to enhance students' understanding of strategies, structures, processes, people and cultures so as to drive successful innovation and enhance the innovative capability of organisations.

STRONG COMPETENCIES, FUTURE JOB OPPORTUNITIES

The programme will provide you with the competencies and skills you need to fill managerial positions in both producer companies and consulting firms, working specifically with planning and implementation of innovation strategies, creation and advancement of innovative processes, and development of new businesses.

In large companies, graduates of the programme have become champions for innovation by bridging the gap between R&D, production and sales activities, thereby supporting and shaping the innovation culture.

In small and medium-sized companies, our graduates have acted as entrepreneurs, combining technological know-how with a profound business understanding.



Together with Innovation Lab, I own an innovation consultancy and think tank called Connections. We help companies and public institutions to develop their products, services or organisation. Projects range from giving talks to management on trends and innovation, to doing real product development with engineers and business developers. From the MSc in Innovation Management and Business Development, I developed skills that enable me to quickly interpret situations and see how we can improve them. More specifically, I believe I have a great overview of innovation tools and of how to apply trends and technologies, and I learned that being successful at innovation is rarely only a matter of ideas, but more often of execution. It's hard work and you need to get your hands dirty!

ANDERS SAHL

MSc in Innovation Management and Business Development
Managing Partner, Connections Innovation Lab



PLACE OF STUDY

Aarhus

ANNUAL TUITION FEE

EU/EEA/Swiss citizens: FREE
Others: EUR 10,000

WWW

masters.au.dk/innovationmanagement



SCHOOL OF BUSINESS AND SOCIAL SCIENCES
AARHUS UNIVERSITY

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1 ST SEMESTER	2 ND SEMESTER	3 RD SEMESTER	4 TH SEMESTER
Management Research Methods	Innovation Challenge: Hands on Project	Electives at AU	THESIS
Managing Innovation	Business Development, Innovation and Strategy	Internship	
Financing Innovation and Entrepreneurship	Appropriating Innovation - Managing Intellectual Property	AU Summer University	
Readings in Innovation and Entrepreneurship		Study Abroad	
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 14,000 full-time students, several thousand part-time students, more than 270 PhD students and more than 570 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.

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 300 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.



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