

MSC IN ENGINEERING – TECHNOLOGY BASED BUSINESS DEVELOPMENT*

PROBLEM-SOLVING IN A REAL-LIFE CONTEXT

Businesses today face issues of rapid innovation and change that have led to increased demand for graduates with a thorough understanding of engineering practices, and of new support technologies for business model innovation. On the MSc in Technology Based Business Development you will learn to collect, generate, understand and assess new technological knowledge, new business opportunities and new central technologies for companies.

PROBLEM-SOLVING IN A REAL-LIFE CONTEXT

During the first and second semesters, the MSc programme applies theories, models and concepts to real-life problems. These first two semesters give you the opportunity to work on assignments that originate with a company and may also be carried out within the same context. In the third and fourth semesters, students can intensify their engagement with a company so that most of their credits are gained in the corporate environment. The company could also be the student's own start-up company within the framework of our business incubator.

QUALITY TEACHING IN AN INFORMAL SETTING

The MSc in Technology Based Business Development is dedicated to the highest-quality teaching in an informal and egalitarian learning environment. Teaching is conducted as a combination of traditional lectures, teamwork, individual study, and empirical investigations using observation and interviews. Collaborating in small groups on projects gives students the chance to make the most of the international student environment.

CAREERS

Graduates will be able to generate innovative product concepts, business concepts and business areas. The Technology Based Business Development programme is an excellent foundation for a career as an innovation manager, technical sales manager, product manager, business developer or R&D project manager.



Thanks to my education and experience, I am now a technical documentation coordinator. I work with the latest technologies and their implementation in the wind power market. The programme at Aarhus BSS prepared me for my current position by giving me a strong foundation for a broad understanding of different technologies and the various ways they can be implemented. In addition, the programme gave me even more than I expected - it enriched me not only as a professional but also as a person. Therefore, I highly recommend it to anybody interested in technology implementation.

ZHENI VALCHANOVA

MSc in Engineering - Technology Based Business Development, from Bulgaria
Technical Documentation Coordinator at Siemens Wind Power



PLACE OF STUDY

Herning

ANNUAL TUITION FEE

EU/EEA/Swiss citizens: FREE

Others: EUR 13,500

WWW

masters.au.dk/technologybasedbusinessdevelopment/



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 of Technology	Technological Business Model Innovation		
Organisational Design and Human Resource Analytics	Optimisation of Engineering Processes using Numerical Approaches	Electives	THESIS
Research Design in Engineering	Technology Specialisation 2		
Technology Specialisation I			
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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