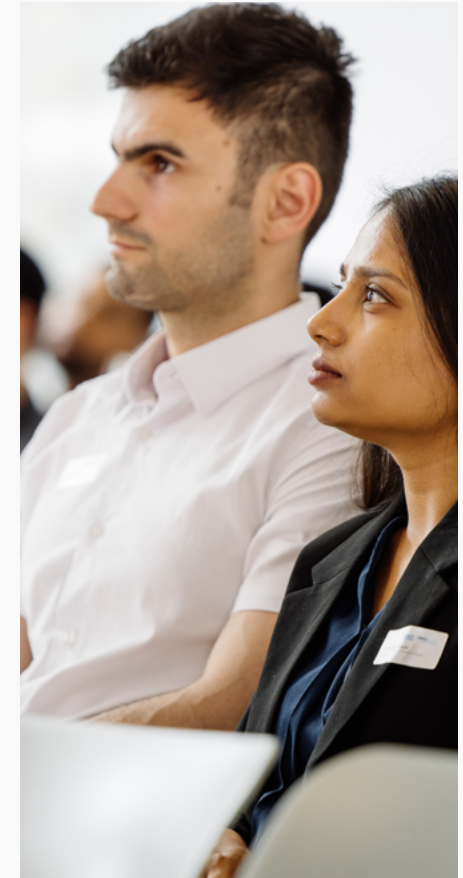


| INFO PAPER

M.Sc. Management & Engineering in Technology, Innovation, Marketing & Entrepreneurship

Leverage the transformative potential of technology





QUOTE

“This program empowers participants to translate technologies into real benefits for users, organizations, and society.”

– Prof. Torsten-Oliver Salge PhD, Academic Director

| INTRODUCTION

Leverage the Business Potential of Technology

Our interdisciplinary master’s program offers you a deep dive into technology management with a focus on innovation, marketing, and entrepreneurship. A broad set of management and technology electives allow you to build your own tailored profile as a technology leader able to succeed in the international job market. All our modules combine demanding and cutting-edge research with practical projects and challenges.

What's in it for You?

TIME Essentials | **30 CP**

Management Electives | **20 – 25 CP**



Technology Electives | **15 – 20 CP**

Master Thesis | **20 CP**

What's in it for You?



SEMESTER 1

Compulsory Courses






- Technology and Innovation Management 
- Strategic Management 
- Marketing Management 
- Entrepreneurial Management 
- Digital Transformation and Information Systems Management 
- Aachen Innovation Project 

SEMESTER 2

Management Electives (Select 4 or 5)

- Strategic Technology Management 
- Managing the Innovation Process 
- Service and Technology Marketing 
- Business Marketing Simulation 
- Start-Up and Growth Management 
- Entrepreneurial Finance and Venture Capital 
- Cambridge Ecosystem Practicum 



Technology Electives (Select 3 or 4)

- Industry 4.0 
- Principles of Data Analysis 
- Principles of Text Mining 
- Digital Work: Challenges and Solutions 
- Engineering, Culture & Society by using Design Thinking Methods 
- 10+ more

SEMESTER 3*

Completing your technology electives

MASTER THESIS

 Available as Blended Learning
 Block Week

* workload can be stretched up to 6 semesters in part-time study mode

Choose and Switch Your Favorite Study Mode

Tailor the program and its duration to your individual needs and interests for greater flexibility. You can choose between studying on campus or mostly online, **full-time** (3 semesters) or **part-time** (6 semesters) next to the job. You can even switch your study mode once during your studies if your personal situation changes.



On-Campus Learner

Studying on campus and **full-time** is the ideal combination for you if you want to primarily concentrate on your studies and enjoy the experience of being a student in Aachen.

You will take part in in-class sessions with peers and professors, combined by on-demand video material for flexible self-study phases.

- Strong focus on the community
- Student life experience
- Extracurricular offers on campus



Distance Learner

Choosing the distance learning option as a **part-time** student is the perfect combination for you if you have a full-time responsibility (job, maternity leave, care for relatives etc.) and want to enhance your career in a more flexible way. You will take part in exclusive online-courses and be able to prepare the course content via on-demand video lectures whenever it suits you best. To still benefit from your international community, you can optionally enjoy on-campus courses in Aachen.

- Full flexibility
- Studying from any location
- Stretching the workload over up to 6 semesters



We will be happy to advise you individually on choosing the right combination.

Dive into the World of Technology, Innovation, Marketing and Entrepreneurship

The TIME Essentials allow you to dive into leading trends and topics in the fields of technology, innovation, marketing, and entrepreneurship. You will immerse yourself into fascinating case studies and group projects to build solid foundations and connect theory and practice. By completing these modules, you will have built a solid foundation upon which you can add in-depth expertise in the second semester. **Each module is worth 5 CP.**

Technology and Innovation Management

Broaden your perspective on the connection between management and technology and prepare yourself for an interdisciplinary leadership role.

– Prof. Dr. Daniel Wentzel

Strategic Management

Understand and apply key concepts and theories in strategic management and learn how to evaluate strategic decisions.

– Prof. Torsten-Oliver Salge PhD

Marketing Management

Gain theoretical and practical knowledge in the field of consumer behavior and market research.

– Prof. Dr. Daniel Wentzel

Entrepreneurial Management

Learn how to deal with disruptive trends and developments in preparation of founding your own company.

– Prof. Dr. Malte Brettel

Digital Transformation and Information Systems Management

Learn methodologies and frameworks to gain a critical mindset that will help you rethink the transformation of your organization through digital innovation.

– Prof. Michael Barrett, Cambridge Judge Business School

Aachen Innovation Project

Independently conduct an innovation audit in a real company. Experience every step of the process from data analysis to the presentation of management recommendations.

– Prof. Dr. Frank Piller, Prof. Dr. Stefanie Paluch

Build Your Business Expertise to Manage Future Technologies

The management electives allow you to deepen your management skills and tailor the curriculum to your own passions and aspirations. For each of the three key themes of the program (innovation, marketing, and entrepreneurship), we are offering two electives providing all the necessary knowledge, skills and perspectives to optimally sharpen your profile.

These electives are complemented by the Cambridge Ecosystem Practicum as a fascinating study trip to Cambridge. [Each module is worth 5 CP.](#)

Those with a passion for innovation might consider these two electives:

Strategic Technology Management

Get ready to take key decisions to translate new and established technologies into customer and business value. This will involve knowing which technologies to invest in, when to invest in them, which partners to involve, and how to monetize them.

– Prof. Torsten-Oliver Salge PhD

Managing the Innovation Process

Learn how to design effective innovation processes and leverage the innovation potential of external actors. You will cover all stages of the innovation process from ideation to prototyping and market launch.

– Prof. Dr. Patrick Pollok

If you want to build a marketing profile, these two electives are your perfect fit:

Service and Technology Marketing

Learn how to market high-tech products and services. This will involve learning how to attract, build, and maintain strong customer relationships through quality service and innovative technologies.

– Prof. Dr. Stefanie Paluch

Business Marketing Simulation

Be part of an exciting live simulation and learn how to launch new products for business customers and manage across the entire product life cycle.

– Prof. Dr. Stefanie Paluch

For future entrepreneurs, we are offering these two electives:

Start-up and Growth Management

Learn how to start and scale your own business and overcome the various challenges you can face in the process. This will cover the entire journey from your initial business plan to a possible exit.

– Prof. Dr. Malte Brettel

Entrepreneurial Finance and Venture Capital

Learn how to finance your own business along its life cycle. Among others, you will practice how to approach and negotiate with venture capital investors.

– Prof. Dr. Malte Brettel



Cambridge Ecosystem Practicum: A Study Trip You Won't Forget

Experience a world-leading technology ecosystem at the University of Cambridge.

Feel the spirit of one of the most prestigious universities in the world and be part of an intensive workshop on innovation ecosystems. You will benefit from campus and company visits to Silicon Fen and unique insights into student life in Cambridge. Moreover, you will work in a team to build solutions for a grand challenge in areas such as mobility or climate change and at the same time, practice your project management skills.

QUOTE

“I was amazed by how, in just one week, we were able to create an ecosystem of innovative business models to battle climate change across all student teams.”

– Anna Zimmermann, MME TIME Student



Understanding Technology as the DNA of a Digital Future

Innovation often happens at the interface of distinct technology fields. The technology electives are your opportunity to expand your technology expertise and explore those technology fields that shape our future lives.

Choose your desired technology subjects from a wide range of electives, ranging from manufacturing to data analytics or digital work. Find here an extract from the curriculum.

Each module is worth 5 CP.

Industry 4.0

Gain insights into the Industrial Internet of Things. Learn how to translate production data into business insights and new business models.

– Dr. Max Hoffmann

Principles of Data Analysis

Become proficient in data analytics and learn how to extract valuable business insights from large datasets.

– Prof. Dr. David Antons

Principles of Text Mining

Learn how to uncover patterns in large bodies of text and harness the business value of text mining.

– Prof. Dr. David Antons

Digital Work: Challenges and Solutions

Master the challenges of digital work and become a digital leader able to build working environments optimized for both employee effectiveness and well-being.

– Prof. Dr. Jessica Lang, Prof. Dr. Alexander Mertens, Dr. Christopher Brandl

Engineering, Culture & Society by using Design Thinking Methods

Reflect on your technical environment and discover how to apply new approaches to gender and diversity in your future work.

– Prof. Dr. Carmen Leicht-Scholten



| MASTER THESIS / 20 CP

Master Thesis: Getting Ready for an Exciting Career

Your master thesis allows you to put your learnings into practice and study a meaningful challenge on innovation, marketing, or entrepreneurship using scientific research methods. This way you will contribute to both the research and management community. Create a moment of pride and look forward to a promising future.

The final dissertation is worth 20 CP.

Quick Facts

 Degree	Master of Science RWTH Aachen University
 Language	English
 Duration	3 semesters (full-time) up to 6 semesters (part-time)
 Costs	30.000 EUR*
 Early Bird	3.000 EUR Discount until January 15
 Start	October 1 of Each Year

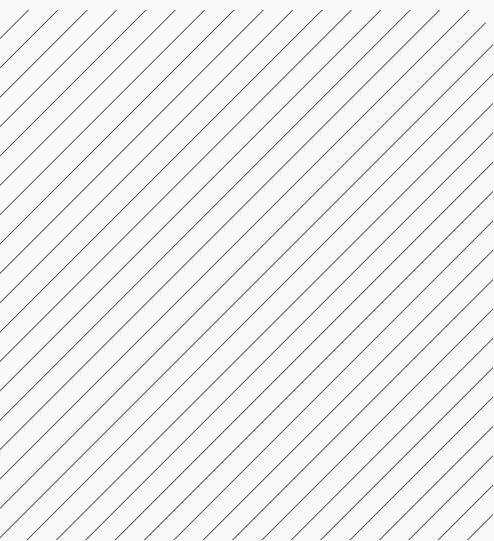
*plus semester fee from RWTH Aachen University

Admission Requirements

- degree completed in a STEM related field (science, technology, engineering and mathematics)
- a minimum of 125 credit points in mathematics and/or natural sciences and/or computer science and/or engineering including a minimum of 16 credit points in higher mathematics and statistics
- a minimum of 10 credit points in management and economics
- English language proficiency

Application Process

Our online application portal is open from October 1 until March 01 for all applicants with a degree from a non-EU country and until August 31 for all applicants with a degree from an EU-/EEA-country. Our application process is entirely online and there is no application fee.



| CONTACT

Any questions?
We are happy to advise you!

Student Recruitment Team
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+49 241 80 20010

BUSINESS | **RWTHAACHEN**
SCHOOL | **UNIVERSITY**