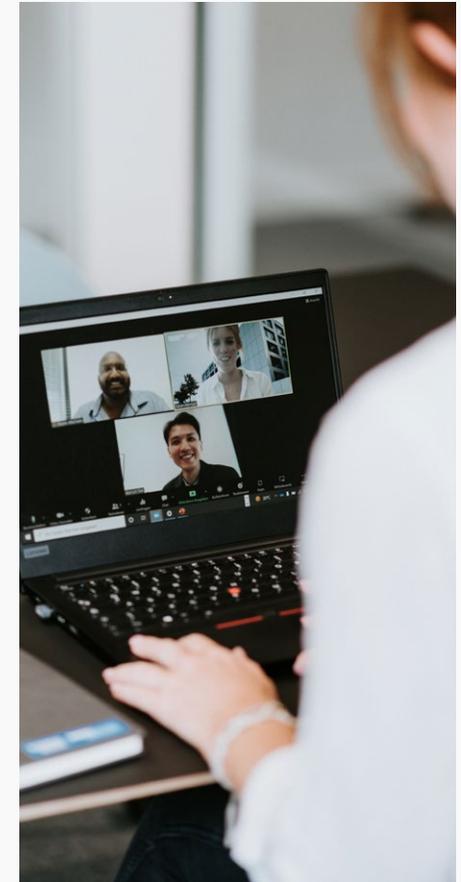


| INFO PAPER

M.Sc. Management & Engineering in Technology, Innovation, Marketing & Entrepreneurship (part-time)

The most flexible Online Management Degree for Future Technology Leaders





QUOTE

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

– Prof. Torsten-Oliver Salge PhD, Academic Director

| INTRODUCTION

Translate Technologies into User and Business Value

Join our part-time master’s program and the community of outstanding professionals from a broad range of high-profile tech companies. You will deep dive into technology management focusing on innovation, marketing, and entrepreneurship. Exciting management electives and a brand-new set of technology electives allow you to build your own tailored profile as a technology leader. All our modules combine cutting-edge research with case studies, hands-on exercise, or group projects.

What's in it for You?

TIME Essentials | **30 CP**

Technology
Transfer Labs | **10 CP**

TIME Capstone
Project | **5 CP**



Management
Deep Dives | **20 CP**

Ecosystem Lab | **5 CP**

Master Thesis | **20 CP**

What's in it for You?

STEP 1

- Strategic Management 
- Data Analysis 
- Qualitative Research Methods 
- Innovation Management & Leadership 
- Marketing Management 
- Entrepreneurial Management 

STEP 2

State-of-the-art content

Management Deep Dives (4 out of 6)

- Strategic Technology Management 
- Innovation Project Management 
- Digital Marketing 
- Online Marketing Simulation 
- Start-Up & Growth Management 
- Entrepreneurial Finance & Venture Capital 

Tech Transfer Labs (2 out of 6)

- Building Digital Ecosystems 
- Innovating Manufacturing 
- Creating Customer Value with New Technologies 
- Leveraging Service Technologies & Innovation 
- Shaping Deep-Tech Start-Ups 
- Driving Clean-Tech 

STEP 3

Advanced Topics

Ecosystem Lab 

TIME Capstone Project 

MASTER THESIS



-  block week on campus
-  during the semester in Aachen
-  available as blended learning

Design the Learning Journey that Works Best for You

Experience a transformative online learning journey that you can co-design to best align with your professional and personal commitments. Enjoy excellent higher management education while maintaining your full-time responsibility (job, parental leave, etc.). Tailor the learning journey to your own needs. Sample among a range of attractive electives optimized for distance learning. To not miss interaction, you will take part in highly interactive live online sessions in the evenings to learn from professors and peers and build a vibrant learning community. For an even closer connection, you can optionally attend on-campus courses in Aachen.



Self-Learning

As a first step, you will prepare for our live interactions by accessing our state-of-the-art virtual learning space. To develop a foundational understanding of each subject, you will watch high quality learning videos, prepare case study discussions, and read journal articles. Take ownership of your individual learning path and study at your own pace.



Discussion

Within the next step, you will come together with your peers and instructors in highly engaging online live sessions, to discuss the preparatory materials. These interactions typically take place in the evenings and allow you to deepen your understanding of the material, refine your critical thinking skills, and explore different perspectives.



Application

The final phase involves assessment and validation of learning outcomes. You will showcase your ability to apply the learning content and associated skills under timed and controlled conditions. Exams typically consist of a combination of individual exercises, online exams and exciting team challenges culminating in highly engaging pitch or debate sessions.

QUOTE

“The combination of online lectures and on-site lectures gives me a good mixtures of teaching approaches to optimally combine the studies with my job.”

– Christian Imhoff, part-time student

Typical Part-Time Schedule

Easily adjust the study schedule to your personal and professional commitments. As each learner has different needs, our study course managers are happy to support you in finding your perfect timeline. Typical 4-Week-Schedule:

	MON	TUE	WED	THU	FRI	SAT	SUN
WEEK 1	BLENDED LEARNING						
	LIVE MODULE 1 7:30–9:00 PM			LIVE MODULE 2 7:00–9:00 PM	BUSINESS TALKS 6:00–7:00 PM		
WEEK 2	BLENDED LEARNING						
	LIVE MODULE 1 7:30–9:00 PM			LIVE MODULE 2 7:00–9:00 PM			
WEEK 3	BLENDED LEARNING						
	LIVE MODULE 1 7:30–9:00 PM	INNOVATIVE TUESDAY 5:30–6:30 PM		LIVE MODULE 2 7:00–9:00 PM			
WEEK 4	BLENDED LEARNING						
	LIVE MODULE 1 7:30–9:00 PM			LIVE MODULE 2 7:00–9:00 PM	BOWLING 8:00–10:00 PM		

*This is an exemplary presentation of the MME TIME part-time study program schedule.

- Career Service Talks optional
- Networking Events optional
- Social Events optional

Dive into the TIME-World

The TIME Essentials allow you to dive into leading trends and topics in the fields of **T**echnology, **I**nnovation, **M**arketing, and **E**ntrepreneurship. You will immerse yourself into fascinating case studies and group projects 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.](#)

Strategic Management

Learn how to craft effective strategy processes, analyze the competitive landscape, and develop winning strategies for long-term organizational success.

– Prof. Torsten-Oliver Salge PhD

Data Analysis

Extract meaningful insights from raw data by using state-of-the-art techniques of descriptive and inferential statistics take a step into the fascinating world of data analysis.

– Prof. Dr. David Antons

Qualitative Research Methods

Gain practical insights into the entire qualitative research process from data collection and data preparation to data analysis and write up.

– Prof. Dr. Stefanie Paluch

Innovation Management & Leadership

Master the art and science of leading innovation and transformation in complex organizations.

– Prof. Dr. David Antons

Marketing Management

Understand the preferences and behaviors of customers and learn how to bring new products and services to the market.

– Prof. Dr. Daniel Wentzel

Entrepreneurial Management

Learn how to identify entrepreneurial opportunities and launch your own start-up to effectively seize them.

– Prof. Dr. Malte Brettel

Deepening your Management Skills for Technology Leadership

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, we are offering two electives providing all the necessary knowledge, skills and perspectives to optimally sharpen your profile. Choose four out of six modules.

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

Innovation Project Management

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:

Digital Marketing

Take a closer look at the role of emerging digital technologies in marketing and understand how to create customer value at the intersection of marketing, data analysis and engineering.

– Prof. Dr. Stefanie Paluch

Online Marketing Simulation

Let's play: Launch a new product and manage the entire life cycle in an engaging game-like online exercise. Understand the complexity of marketing decision-making, manage uncertainties, and learn from your own mistakes.

– 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 & 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



Understanding Technology as the DNA of a Digital Future

Innovation often happens at the intersection 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 two out of six highly relevant technology subjects. **Each module is worth 5 CP.**

Building Digital Ecosystems (Metaverse)

Gain insights into the technological foundations of the Metaverse, its potential applications, and the business opportunities it presents. Learn how organizations can position themselves in the Metaverse and the associated digital ecosystem.

– Prof. Dr. Torsten-Oliver Salge | Block week on campus

Leveraging Service Technologies & Innovation

Explore how to apply emerging service technologies such as service robots in a very hands-on way. Tackle real-world problems and develop solutions to service delivery challenges, with a focus on increasing efficiency, improving customer experience, and using technology for engineering applications.

– Prof. Dr. Stefanie Paluch | Fully online throughout the semester

Innovating Manufacturing

Explore the industrial Internet of Things (IoT) and discover how digital technologies including digital twins or artificial intelligence enable data-driven decision-making and transform manufacturing processes.

– Dr. M. Hoffmann | Fully online throughout the semester

Creating Customer Value with New Technologies

Get to know emerging technologies such as smart products or generative AI that may be leveraged for customer-centric innovation. Learn how to develop new products and services through a customer-centric innovation approach.

– Prof. Dr. Daniel Wentzel | On campus throughout the semester

Shaping Deep-Tech Start-Ups

Integrate technological knowledge with business insights to create compelling value propositions for startups. Gain a understanding of a Business Model Canvas (BMC), identifying and addressing gaps in real startup's business models. Learn how to create pitch decks that grab investors' attention.

– Prof. Dr. Malte Brettel | On campus throughout the semester

Driving Clean Tech

Explore how technologies such as hydrogen may help humans to cope with climate change. You will immerse yourself into the clean tech sector, analyze established business models and develop new ones to develop solutions that can make a difference.

– Prof. Dr. David Antons | Block week on campus



| ECOSYSTEM LAB / 5 CP

Cambridge Ecosystem Lab: 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 in the 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.

– Prof. Michael Barrett

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

Capstone Project: Manage Innovation with a Team

Innovate in a Cross-Functional Team

Lead a real innovation project based on a disruptive technology as part of a diverse, cross-functional innovation team.

Strengthen your intercultural understanding and soft skills, learn how to manage risk and knowledge boundaries, and develop leadership competencies.

– Prof. Dr. Frank Piller





| 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 up to 6 Semesters
 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

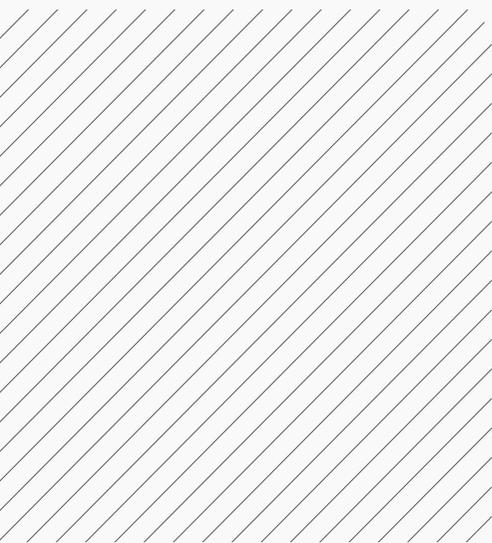


Admission Requirements

- 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
- at least 1 year of relevant professional work experience
- 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.



| KONTAKT

Haben Sie Fragen? Wir beraten Sie gern!

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