Part III: Overview over learning outcomes – distribution of national learning elements on semesters and exams

Learning Objectives	1. semester	2. semester
INNOVATION		
Knowledge		
Development-based	Development-based knowledge	
knowledge of various types	of various types and perceptions	
and perceptions of innovation	of innovation and the ability to	
and the ability to reflect on	reflect on their relevance	
their relevance		
knowledge and understanding	knowledge and understanding of	Knowledge and understanding
of practices and applied theory	practices and applied theory and	of practices and applied theory
and methodology in relation to	methodology in the development	and methodology in relation to
the development of sustainable	of designs, products/concepts	the development of sustainable
business models, designs,	and processes, from problem	business models and
products/concepts and	identification to ideation and	implementation
processes, from problem	finally validation	1
identification to ideation and		
finally validation and		
implementation		
Knowledge of the different	Knowledge of the different	
approaches and methods for	approaches and methods for	
generating and applying	generating and applying	
knowledge and insights,	knowledge and insights,	
including collecting,	including collecting, processing,	
processing, analysing and	analysing and validating data,	
validating data, and the ability	and the ability to reflect on the	
to reflect on the applicability	applicability thereof.	
thereof.		
SKILLS		
Apply the methods and tools	Apply the methods and tools of	Apply the methods and tools of
of the subject area and master	the subject area and master the	the subject area and master the
the skills related to working	skills related to working with	skills related to working with
with innovation, including	innovation, including methods	innovation, including methods
methods for testing ideas,	for testing ideas, as well as	for testing concepts, products
concepts, products etc. as well	creative and innovative	etc.
as creative and innovative	processes	
processes		
Evaluate practice-oriented and		Evaluate practice-oriented and
theoretical issues relating to		theoretical issues relating to
innovation as well as choosing		innovation as well as choosing
and explaining relevant		and explaining relevant solution
solution models in relation to		models in relation to the
the relevance and		relevance and sustainability of
sustainability of personal and		personal and peer ideas,
peer ideas, concepts, processes		concepts, processes and
and products		products
Communicate practice-	Communicate practice-oriented	Communicate practice-oriented
oriented and academic issues,	and academic issues, innovative	and academic issues, innovative
innovative processes and	processes and products to	processes and products to
products to stakeholders.	stakeholders.	stakeholders.

COMPETENCIES		
Develop and drive innovation	Develop and drive innovation	Develop and drive innovation
processes in practice, from	processes in practice, from	processes in practice, to
problem identification to	problem identification to	implementation of a sustainable
ideation and finally to the	ideation and finally to the	product, design, concept or
validation and implementation	validation and of a sustainable	process in new or existing
of a sustainable product,	product, design, concept or	businesses and organisations
design, concept or process in	process in new or existing	8
new or existing businesses and	businesses and organisations	
organisations		
Independently enter into		Independently enter into
specialised and		specialised and interdisciplinary
interdisciplinary collaboration		collaboration within the field of
within the field of innovation		innovation and assume
and assume responsibility		responsibility within the
within the framework of		framework of professional ethics
professional ethics		1
Identify personal learning		Identify personal learning needs
needs and develop own		and develop own knowledge,
knowledge, skills and		skills and competencies within
competencies within the field		the field of innovation.
of innovation.		
ENTREPRENEURSHIP		
KNOWLEDGE		
Development-based	Development-based knowledge	
knowledge of the subject	of the subject area's practices	
area's practices and applied	and applied theory and	
theory and methodology,	methodology, including various	
including various approaches	approaches to entrepreneurship	
to entrepreneurship and	and intrapreneurship, and the	
intrapreneurship, and the	ability to reflect on their	
ability to reflect on their	relevance and applicability	
relevance and applicability		
Knowledge of and the ability	Knowledge of and the ability to	
to reflect on different	reflect on different approaches	
approaches to the importance	to the importance of the outside	
of the outside world for	world for entrepreneurship	
entrepreneurship		
Knowledge of the challenges		Knowledge of the challenges of
of and tools for starting and		and tools for starting and
running a business as well as		running a business as well as the
the ability to reflect on these.		ability to reflect on these.
SKILLS		
Use intrapreneurial and	Use intrapreneurial and	Use intrapreneurial and
entrepreneurial methods and	entrepreneurial methods and	entrepreneurial methods and
tools and reflect on their	tools and reflect on their	tools and reflect on their
relevance and applicability in	relevance and applicability in	relevance and applicability in
relation to the development,	relation to the development of	relation to the establishment and
establishment and operation of	concepts	operation of sustainable
sustainable concepts		concepts

		1
Evaluate practice-oriented and		Evaluate practice-oriented and
theoretical issues relating to		theoretical issues relating to
intrapreneurship and		intrapreneurship and
entrepreneurship as well as		entrepreneurship as well as
choosing and explaining		choosing and explaining
relevant solution models		relevant solution models
Communicate practice-		Communicate practice-oriented
oriented and academic issues		and academic issues relating to
relating to intrapreneurship		intrapreneurship and
and entrepreneurship and		entrepreneurship and solutions
solutions to partners and		to partners and stakeholders
stakeholders		
COMPETENCIES		
Handle complex and	Handle complex and	Handle complex and
development-oriented	development-oriented situations	development-oriented situations
situations related to starting	related to starting new projects	
6	related to starting new projects	related to starting new
new projects, organisations		organisations and businesses
and businesses		
Identify personal learning		Identify personal learning needs
needs and develop own		and develop own knowledge,
knowledge, skills and		skills and competencies within
competencies within the field		the field of intrapreneurship and
of intrapreneurship and		entrepreneurship.
entrepreneurship.		
BUSINESS		
DEVELOPMENT		
KNOWLEDGE		
Development-based		Development-based knowledge
knowledge of the subject		of the subject area's practices
area's practices and applied		and applied theory and
theory and methodology		methodology related to business
related to business		understanding and business
understanding and business		development, and the ability to
development, and the ability to		reflect on their relevance and
reflect on their relevance and		applicability
applicability		
Knowledge and understanding	Knowledge and understanding	Knowledge and understanding
of trends, markets, customers	of trends, markets, customers	of trends, markets, customers
and competitors in relation to	and competitors in relation to	and competitors in relation to
the operation and scaling of	the operation of their own or an	scaling of their own or an
their own or an existing	existing business	existing business
business		
A basic understanding of		A basic understanding of
business economics to ensure		business economics to ensure
sustainable business models.		sustainable business models.
SKILLS		
Develop and evaluate business		Develop and evaluate business
models based on external and		models based on external and
market conditions in relation		market conditions in relation to
to their own professional		their own professional
knowledge		knowledge

	Γ	1
Analyse the possibilities for		Analyse the possibilities for
business development based		business development based on
on an understanding of the		an understanding of the
professional, social, cultural		professional, social, cultural and
and financial interests of		financial interests of themselves,
themselves, customers and		customers and other players as
other players as well as		well as planning and executing
planning and executing		concrete business development
concrete business development		initiatives in practice
initiatives in practice		-
Communicate practice-		Communicate practice-oriented
oriented and academic issues		and academic issues and
and solutions related to		solutions related to business
business development to		development to partners and
partners and users.		users.
COMPETENCIES		
Handle complex and		Handle complex and
development-oriented		development-oriented processes
processes within business		within business development as
development as well as		well as challenging existing and
challenging existing and		developing new sustainable
developing new sustainable		business models and combining
business models and		traditional and innovative
		models
combining traditional and		models
innovative models		To to an instant of the
Independently enter into		Independently enter into
specialised and		specialised and interdisciplinary
interdisciplinary collaboration		collaboration and assume
and assume responsibility		responsibility within the
within the framework of		framework of professional ethics
professional ethics		
Identify personal learning		Identify personal learning needs
needs and develop own		and develop own knowledge,
knowledge, skills and		skills and competencies in
competencies in relation to		relation to business
business development.		development.
MANAGEMENT		
KNOWLEDGE		
Development-based		Development-based knowledge
knowledge of the subject		of the subject area's practices
area's practices and applied		and applied theory and
theory and methodology in		methodology in relation to
relation to management and		management and network
network structures		structures
An understanding of the	An understanding of the	An understanding of the
practices, theory and	practices, theory and	practices, theory and
methodology applied in	methodology applied in	methodology applied in
management, including	management, including	management, including
personal, team, project and	personal, team and project	innovation management, and the
innovation management, and	management, and the ability to	ability to reflect on the
the ability to reflect on the	reflect on the applicability of	applicability of these.
applicability of these.	these.	
	1	

SKILLS		
Apply the methods and tools of the subject area and master the skills related to employment in terms of the management field, including situation analyses in organisations undergoing change		Apply the methods and tools of the subject area and master the skills related to employment in terms of the management field, including situation analyses in organisations undergoing change
Evaluate practice-oriented and theoretical issues as well as choosing and explaining relevant solution models within team, project, innovation and change management	evaluate practice-oriented and theoretical issues as well as choosing and explaining relevant solution models within team, project, innovation and change management	Evaluate practice-oriented and theoretical issues as well as choosing and explaining relevant solution models within team, project, innovation and change management
Establish networks and build relevant relationships	Establish networks	Build relevant relationships
Communicate practice- oriented and academic issues and solutions related to management initiatives and actions in specific contexts to partners and users, as well as building up and participating in relevant relations and networks.		Communicate practice-oriented and academic issues and solutions related to management initiatives and actions in specific contexts to partners and users, as well as building up and participating in relevant relations and networks.
COMPETENCIES		
Handle complex and development-oriented management tasks and challenges in concrete work situations, including personal management, team management, project management and change management in businesses and organisations	Handle complex and development-oriented management tasks and challenges in concrete work situations, including personal management, team management and project management	Handle complex and development-oriented management tasks and challenges in concrete work situations, including change management in businesses and organisations
Independently enter into specialised and interdisciplinary collaboration within the field of management and assume responsibility within the framework of professional management ethics		Independently enter into specialised and interdisciplinary collaboration within the field of management and assume responsibility within the framework of professional management ethics
Identify personal learning needs and develop own knowledge, skills and		Identify personal learning needs and develop own knowledge, skills and competencies related

competencies related to the	to the profession in terms of
profession in terms of	management
management	