

## **Potential courses**

### **International Technology, Innovation, and Marketing Management**

Learn about innovation and technology management in multinational companies to be able to manage and drive product and process innovation. Topics can include methods for creative thinking, technology strategy & identification, and product piracy & protection.

### **Ethical, Economic, and Legal Implications of Digitization**

Explore the potential, challenges, and dangers of digitization from an economic, legal, and ethical viewpoint. Topics can include blockchain, consumer data privacy, corporate data security.

### **Strategic Management**

Recognize industry and market shifts and learn how to react strategically and proactively. Topics can include the building blocks of strategy, thriving in competitive markets, developing dynamic capabilities, and orchestrating strategic partnerships.

### **Disruptive Change Management**

Understand the sources and effects of disruptive change in companies and how to manage this change process successfully. Topics can include sources of disruption, innovative disruptions, and proactive change management.

### **International Corporate Development and Leadership**

Get training by consultants from leading strategy firms to simulate and prepare for real-life strategic decision making. Topics can include structured problem solving, data analytics, and communication & presentation.

### **Presentation and Negotiation**

Improve your presentation, communication, and negotiation skills by practicing in real-life scenarios to be more successful in your future career. Topics can include writing a storyline, developing the rhetorical skillset, and realistic simulations of business negotiations.

### **Entrepreneurial Marketing and Finance**

Learn how to start your own company and/or to bring an entrepreneurial mindset into established firms and get to know founders first-hand. Topics can include financing options for startups, startup marketing concepts, and corporate venturing.

### **Entrepreneurial Finance and Venture Capital**

Understand the advantages and drawbacks of different ways to fund a startup and learn how to approach and convince venture capital investors of your startup concept. Topics can include crowdfunding approaches, legal implications of VC funding, and developing a successful pitch.

### **Opportunity Recognition**

Get to know different tools to discover, evaluate, select, and refine innovative growth opportunities for startups and established companies. Topics can include big data approach, empathetic design, and reverse innovation approach.

### **Customer-centric Innovation and Creativity Management**

Learn how to outsmart your competition by creating business ideas and innovative concepts your customers are longing for, and turning them into successful products and services. Topics can include trend analysis and opportunity recognition, rapid experimentation, managing co-creation, and how to launch an innovation.

### **Growth Management**

Explore the opportunities and challenges of growing and managing a young company and get to hear about it from founders first-hand. Topics can include developing a business plan, hiring the best people, and dealing with setbacks.

### **Data-driven Business Modelling**

Learn how to develop and implement profitable business models built on today's abundance of data. Topics can include recognizing data business opportunities, pricing data assets, and creating data-based startups.

### **Corporate Entrepreneurship**

Exploring the dynamics, potential, and challenges of building startups within the boundaries of established corporations. Topics can include setting goals for corporate startups, hiring the right people for corporate startups, and success factors for scaling corporate startups.

### **Corporate Knowledge Management**

Understand the importance of managing know-how in a company: identifying, acquiring, storing, distributing, using, and retaining knowledge. Topics can include knowledge management systems, knowledge transfer, and managing experts.