



UNIVERSITÄT
KOBLENZ · LANDAU

Entrepreneurship, Technology and Innovation Management Double Degree Master Program at University of Koblenz-Landau

Program Coordinators
Denisse Mendoza and Ulrike May



Facts about University of Koblenz-Landau

- Young, midsized university
- Second largest in Rhineland-Palatinate
- Two campi: Koblenz and Landau
- President's office: Mainz
- Professors: ~ 200
- Research assistants: ~ 900
- Students: ~ 16.000
- Third-party funds: ~ 15 m€/year





City of Koblenz

- Koblenz is a city 180 kilometers North of Landau with 110,000 citizens
- Koblenz is famous for the German Corner ("Deutsches Eck"), a confluence of two major rivers: Rhine and Moselle
- Parts of Koblenz belong to the UNESCO World Heritage Site ("Oberes Mittelrheintal")



City of Landau



- Landau is a city with 45.000 citizens in Southern Rhineland-Palatinate
- The city is a part of the famous "Weinstraße region" which is famous all over the world for its exquisite wine



Structure of the University

1990: Transformation from teachers training college into university

Faculties Campus Koblenz

- Educational Sciences
- Arts and Humanities
- Mathematics and Natural Sciences
- Computer Sciences

Faculties Campus Landau

- Educational Sciences
- Cultural and Social Sciences
- Natural and Environmental Sciences
- Psychology





Digitalization/Online Courses



- The development of online courses is more than only uploading the content of the traditional courses
- Therefore, **the implementation of a new online course is challenging** because of the large amount of opportunities, restrictions in technique and time, knowledge and experience about the topic and other reasons



Why e-learning?

- E-learning creates the possibility for students, to get access to **information or knowledge, independent from time restrictions or geographic proximity and life styles**
- The **quality of the courses is crucial** for the University of Koblenz-Landau, our goal is to provide well-thought-out online courses, which provide a successful learning experience



Top Priority Areas when Developing Our Online Courses

- Information and Organization
- Target Group Orientation / Culture Criteria
- Quality of Content
- Didactical Design
- Media and Video Design
- Interactivity and Communication
- Technology, Equipment, Infrastructure and Support
- Evaluation and Review





Why Entrepreneurship @ Koblenz?



EXCELLENCE AWARD!

At January 9th, 2013 University of Koblenz was awarded as one of 22 excellent "Entrepreneurial University" by German Economics Minister Dr. Philipp Röster (EXIST project)

100+ Startups !!!



Universities of the Exist Program





Entrepreneurial Institutions @UNIKOLA



The Central Institute for Scientific Entrepreneurship and International Transfer (ZIFET) is a central scientific institution at the University of Koblenz-Landau. The ZIFET coordinates all start-up relevant projects and activities in research and teaching.



The Start-Up Office Koblenz sensitizes, qualifies and cross-connects members of the University interested in founding. The Office helps to develop new business ideas that come into existence during studies, PhD studies or research projects.



At atelier for innovation the school of Entrepreneurial Design Thinking (ED-school) offers assistance to develop creative and innovative ideas and to convert them into business ideas. Target groups are students, teachers and firms working in small interdisciplinary teams and practicing innovative and entrepreneurial thinking.



Information Management Master Program

- Double Master Degree
- Major in Entrepreneurship, Technology and Innovation Management (ETI-M)

Entrepreneurship

Technology

Innovation Management





Why is ETI-M Important?

- Entrepreneurship is important for innovation and economic development
- Fostering entrepreneurship is one of the key factors in creating new jobs and fighting unemployment
- Entrepreneurship education has a tremendous societal impact



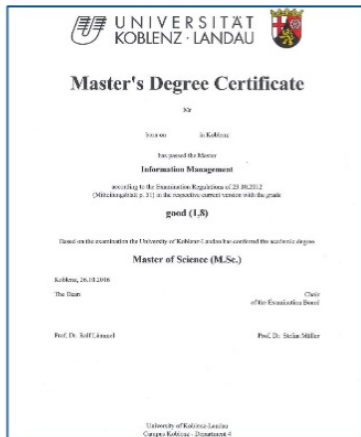
What is a Double Master Degree

- Two officially accredited Master Degrees
- One in the home country, the other at University of Koblenz-Landau
- Based on mutually acknowledged modules/credit points
- And on specific additional Entrepreneurship, Technology and Innovation Management (ETI-M) modules



Benefits of the Double Master Degree

- Two Master diplomas from internationally accredited universities
- Easy access to German labour/start-up market
- Exchange information, documents, and scientific publications
- No travelling expenses, no VISA, due to online lectures and on-site co-teaching
- Study sessions, workshops, and seminars
- Internship programs are available in Germany





Double Master Degree

Modules delivered by UACU	ECTS	UACU credit
1. International Management and Leadership	6	3
2. Value-Based Management	3	3
3. Net Economy and Advanced Economics	6	3
4. Research Work and Presentation	12	6
5. Media and International Business Law	6	3
6. International Economics Relations	3	3
7. Business Software	6	3
8. Enterprise Architecture	6	3
	48	27



Double Master Degree

Modules taken at the Uni KO-LD (DL)	ECTS	UACU credit
1. Entrepreneurship/Openeurship	6	3
2. Entrepreneurial Design Thinking	6	3
3. Innovation and Technology Management	6	3
4. Business Model/Entrepreneurial Strategies	6	3
5. Software Product Customization and Innovation	6	3
6. Digital Business Model Innovation	6	3
7. Software Development for StartUps	6	3
	42	21



Modules Recognition

UACU Modules	UNI KO-LD Modules
International Management	International Management and Leadership
Contemporary Problems in International Economics Advanced Accounting	Net Economy and Advanced Economics
Research Methods and Analysis Statistical Business Analysis	Research Work and Presentations
Operational Management	Enterprise Architecture
IT Applications in Business and Management	Business Software
International Business Law	Media and International Business Law



Who Can Apply?

- Good Bachelor degree within the field of information management, at least proved competences in:
 - Economics and Business Administration, and
 - Information Systems, and
 - Business Law
- Sufficient English to follow the lectures
- Enrollment at the University of Koblenz-Landau





**The last term of application is 15th of
September, 2018**

Do not miss your chance!!!

APPLY NOW!

For more information, contact
Olga Glazova,
International Department Director
Ukrainian – American Concordia University (WIUU)
Phone: +38(050)331-42-95