



**DANUBIUS
INTERNATIONAL
UNIVERSITY**

**SCHOOL OF GLOBAL BUSINESS
& LEADERSHIP**

MASTER

PROGRAM

Teaching
in English



Entrepreneurship and Innovation in Business

2 years, 120 transferable credits

Courses:

- ▶ Ethics and academic integrity
- ▶ European business innovation systems
- ▶ Innovation management, development of products and services
- ▶ Financial Management for Entrepreneurs
- ▶ Project management
- ▶ Organizational management and human resources
- ▶ Strategic communication with parties interested
- ▶ Strategic marketing
- ▶ The law of contracts
- ▶ Project planning
- ▶ Managerial Accounting for Business
- ▶ Operational management
- ▶ Risk management
- ▶ Business analysis
- ▶ Entrepreneurship and management business
- ▶ Digital solutions for business
- ▶ Cyber security for business
- ▶ Integrating the SDGs into business management
- ▶ Scientific research
- ▶ Corporate governance
- ▶ Specialized practice
- ▶ Elaboration of the paper by dissertation
- ▶ Management of the processes of business
- ▶ Customer value and pricing strategies.

The program is intended for those pursuing careers in entrepreneurship, innovation management, business consulting, product and service development or digital business.



Details & Enrollment
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