

MINOR PROGRAMME: ADVANCED BUSINESS PROJECTS

PRELIMINARY COURSE CONTENT (as of January 2024, subject to change) Longer course descriptions will be added soon.

782417 Local Industrial Media Project 14 ECTS

The module is focuses on realising business projects under lifelike conditions. Students learn how to apply both the technical and the management skills they acquired in their first semesters at university. The particular project varies every semester depending on the tasks agreed on with the respective industrial partners (which also change every semester). Typical tasks are setting up multi-media marketing campaigns, digitalisation of a (small) business or business unit, and/or developing a corporate or packaging design for real products.

782498 Movie Clip Production 5 ECTS

The module is about production of a clip or a short movie. Students learn that producing a film is more than just using a mobile phone camera. Students will become insights into production planning, scripting and storytelling whilst cooperating with other students to eventually present their clip or movie at the end of the semester. The kind of clip or movie to be produced varies every semester.

721504 Innovative Entrepreneurship 4 ECTS

This module is about learning to think like an entrepreneur. At the beginning students are taught management and legal basics of entrepreneurship, including design thinking and business planning. Then students will apply those skills by mapping out a business plan for a notional or real business. They then present it in front of a jury. The module will be graded on both the business plan and the presentation. Students may, but do not have to, choose to plan and present in groups of up to four students.

782559 Transformation in Practice 5 ECTS

Have you ever digitalised a snack bar's, hairdresser's or other professional's business? As part of this module you will do exactly that. You will be practising interdisciplinary team work and applying ITC skills you acquired in theory during your previous studies.

German Language Course 2 ECTS

https://www.hdm-stuttgart.de/en/students/departments/language_center/course_offer