

Master in Innovation & Entrepreneurship

Innovations are at the heart of tomorrow's business landscape. You can be the one that makes a change, turning ideas into business opportunities.



This master will provide you with the necessary skills and knowledge to become a true entrepreneur and innovator.

- Develop a creative mindset and learn how to apply innovative tools and techniques to practical problems.
- The combination of innovation and entrepreneurship makes it possible to acquire the necessary knowledge and insights to create your own start-up.
- Personal contacts are made with real entrepreneurs to enable you to obtain a realistic idea of what it's like to actually build a business of your own in today's global context.

Career Prospects

Graduates from this program start working in a variety of companies and industries or they founded their own start-up:

Astena, Ecover, Food Design, Floom, Antwerp Diamond Bank, Coca-Cola Enterprises, Microsoft, Unilever, Nestlé Nespresso, MMIQ BVBA, TEDxFlanders, Hotel Hungaria, Noovigi, Daikin, Peli, Record Bank, Flavr, Jakhals, Lego, MADE.



"This 'learning-by-doing' program provides you with the skills, tools and knowledge that put you on the right track towards becoming a successful innovator or entrepreneur. From day one, you directly start applying the theory about innovation and entrepreneurship on real life business cases. You can either choose a project within an existing company or start-up or to simply start working on your own business idea."

— Prof. Dr. Elise Meijer, Academic Director

Curriculum

Module I

Start-up Bootcamp
Creative Thinking
Corporate Entrepreneurship &
Innovation Management
Entrepreneurial Strategy

Module II

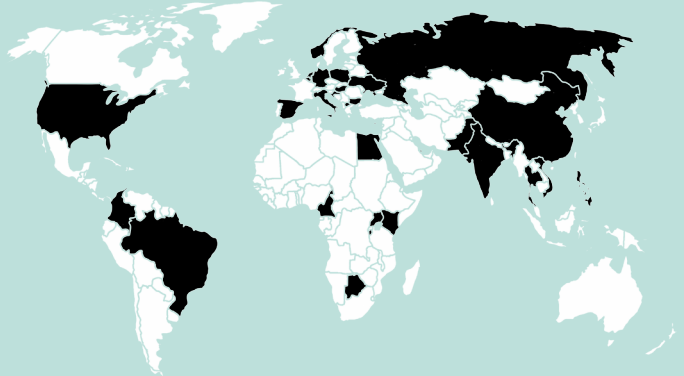
Accounting for New Businesses
Marketing for Innovations
Business Planning & Modelling
Design Thinking – Milan Seminar

Module III

Finance for New Businesses
Law for Innovation & the Entrepreneur
Sales & Negotiations for Innovation
Pricing of Innovations
Leadership and Career Development Track
Master Project + Innovation
& Entrepreneurship Labs

Total credits: 60

Nationalities of previous students



Prior education



“The MIE offers the tools and methods to survive the technological and economic environment, to outperform in it with a perfect understanding of the potential business of today and tomorrow. At AMS, I found out what I really want to do, where I can add value and make a difference.”— Alumna Gemma Rodriguez

Note: All courses are subject to change



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