Master Programme Business Administration

Master of Science (M.Sc.)

Business Entrepreneurship and Digital Technology Management

FIBAA akkreditiert

UNIVERSITY OF APPLIED SCIENCES MUNICH
Content

Programme Overview 3
Testimonials of Industry Experts 4
Testimonials of Current Students 5
General Objectives & Learning Methods 6
Entrepreneurship/Digitisation/Intercultural 7
Semester Structure 8
Examples of Study Modules 9
Lecturers 10
External Lecturers and Cooperations 13
Workshops and Teamwork, Field trips, Going Abroad 14
Master Thesis 15
MUAS & Campus Pasing 16
Admission Requirements 17
Foreign Degrees & Fees 18
Application Process 19
Important Dates 20
Contact & Information 21
Business Entrepreneurship and Digital Technology Management

Companies like Netflix, Amazon, Uber and Airbnb have completely altered their industry segments. Other start-ups are disrupting old business models and show the world that rules of business have changed. Existing companies in the automotive and financial sector are working out strategies to ensure that they are able to compete in the market with new sales channels, new products and services with improved quality and higher speed of implementation. Dropbox, Twitter or Skype changed processes and procedures in companies. The implementation of the new business models is only made possible by the parallel adaptation of the business processes. The basis for the above changes in the business model and processes are digital innovations such as mobile devices, IOT or cloud technologies. Besides existing companies like Apple, Google or IBM, a variety of new challengers are driving the economy. Company leaders need digital competences as key qualification for the economy to enhance the entrepreneurial culture. This includes the transfer of expertise for basic digital economic principles as well as digital business principles and strategies. At the same time, the gap between management and technology must be closed.

The Department of Business Administration follows the need of companies to qualify more graduates with an affinity for high technology and digitisation. Therefore we offer cutting edge topics and applied science in a dynamic city.
Testimonials of Industry Experts

“In our business especially in the restaurant sector, apart from online reservation systems digitalisation has barely been relevant so far. But now the trend is gathering speed and it is essential for a brand like Käfer to be at the forefront. Of course always-on is a matter of necessity and an irreversible enlargement of our living environment. In this expanded sphere of interaction, brands have to become part of the digital experience and provide significant additional benefits. Therefore Käfer is focussing on creating authentic and service oriented content that reflects the variety and the modernity of our brand. For me digitalisation is a top priority and a matter for the management floor.”

Michael Käfer, Käfer GmbH & Co. Verwaltungs- und Beteiligungs KG

“Digitalisation adds a new dynamic for entrepreneurs. Never before has the symbiosis of technology and entrepreneurship been so perfect. This forces Entrepreneurs to combine technological competence with strategic thinking.”

Prof. Dr. Dr. h.c. Manfred Broy (President and founder of the Zentrum Digitalisierung Bayern)
Testimonials of Current Students

“I have choosen this programme because I love technology, challenges, innovation and I don’t like routine. This means that the entrepreneurial world combined with the use of technologies puts in the same place some of the things I really like and takes away the routine of doing a specific task every day. “
Christian, 2nd Semester

“We are working on a project with the university of St. Petersburg in Russia. It is in cooperation with a Russian company. We are supposed to develop a new business strategy for them. The practical orientation of this project combined with the team working on a real target is unique. Since most of my classmates are from different cultures, the several working approaches have to be combined. Intercultural awareness is strengthened by this.“
Thomas, 2nd Semester
General Objectives

- Qualification for leadership tasks
- Transfer of multidisciplinary, scientific and applied knowledge for professional specialization
- Focus on empirical research approaches by quantitative and qualitative/interpretative methods
- Fostering of skills such as social skills, communication skills and cooperative teamwork

Learning methods

- Problem-based learning with the integration of real business problems and company representatives
- We aim to achieve an interdisciplinary, cross-departmental cooperation between the Departments of Information Systems, Engineering and Management and Business Administration
- Simulated business cases, case studies, real projects
- Invitations of external experts
- Field trips. Excursions may be obligatory and can lead to travel expenses of up to €500 per semester.
- Application of practical modules
- Inclusion of digital media in the teaching method (eLearning with the elearning Management System Moodle, social media, virtual classroom with Adobe connect)
Entrepreneurship

The Department of Business Administration views entrepreneurship as an essential foundation to meet the economic, social, environmental and cultural requirements of society. The development of technology is facilitating the digitisation of new business models, which is the prerequisite for new business development. This course not only provides knowledge based on economic theory but also in the field of development oriented management (the contribution of digitisation for business development) and deepens the student’s knowledge in the context of entrepreneurship to generate and implement new ideas.

Digitisation

Since a few years, the topic digitisation ranks among the top priorities of the top positions of the Bavarian, German and European political agenda. The digitisation influences wide areas and events of business: communication, cooperation, processes and products. The handling of digital media and services shall be seen by our students as an opportunity for the future; they learn how to apply and design them in business life. However, risks of digitisation will also be reflected critically.

Intercultural

The labour market is international and companies act globally: students must be introduced to the globalised world by language proficiency, various ways of crossborder cooperation and new working methods (e.g. international project management) to act appropriately in their professional life.
## Semester Structure

<table>
<thead>
<tr>
<th>Study Modules</th>
<th>Assessment Method</th>
<th>ECTS</th>
<th>SWS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Semester</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intercultural Business Communication and Management</td>
<td>Ref 20-60 &amp; SP, 90-120</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Business Entrepreneurship: Theories and Strategies</td>
<td>PA</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Digital Technology Management: Design, Marketing and Commercialization</td>
<td>STA</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Entrepreneurial Financial Strategies</td>
<td>SP</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Digital Technology Management: Products, Processes and Systems</td>
<td>STA</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>International Market Study</td>
<td>STA</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Technology Risk Management: Strategies and Processes</td>
<td>STA</td>
<td>5</td>
<td>4</td>
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<tr>
<td><strong>2. Semester</strong></td>
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<tr>
<td>Technopreneurship: Sustainable Technology Management</td>
<td>STA</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Business Entrepreneurs and Change Management</td>
<td>STA</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Digital Technology Management: Intellectual Property Rights and Legal Environment</td>
<td>STA</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Digital Business Development: Trends and Strategies</td>
<td>STA</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Empirical Research Methods and Effective Data Analysis</td>
<td>STA</td>
<td>5</td>
<td>4</td>
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<tr>
<td><strong>3. Semester</strong></td>
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<tr>
<td>Project Study: Entrepreneurial Business Case</td>
<td>PA</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Research Study: New Technology Development &amp; Strategic Foresight</td>
<td>PA</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Master Thesis and Master Seminar</td>
<td>MA, Coll.</td>
<td>20</td>
<td>4</td>
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</table>

ECTS = European Credit Transfer and Accumulation System; Kol = Symposium (Kolloquium); Proj = Project studies (Projektstudium); Ref = Oral examination (Übersetzung?); SP = Written exam (Schriftliche Prüfung); STA = Seminar paper (Studienarbeit); PA = Project work (Projektarbeit)

Subject to change
Sample Study Modules

Business Entrepreneurship: Theories and Strategies
- Create a plan for and manage the uncertainties of cashflow in growing technology business.
- Apply, manage and leverage social networks to get the necessary resources to start and grow a business.
- Analyse the links between intellectual property, knowledge transfer, technology commercialisation and value creation.
- Apply the design of business models and processes.

Digital Business Development: Trends and Strategies
- Initiation and implementation of an internal business development process
- Methods and concepts to generate a digital business model
- Transformation of a business to a digital business
- Understanding the lean Start up approach

Intercultural Business Communication and Management
- comparative cultural analysis
- cultural dimensions, typologies and standards
- comparative analyses of national leadership styles
- comparative analyses of culturally different modes of communication such as presentations and decision-making
- international business assignments
Lecturers

**Günzel, Holger**, Prof. Dr.
Head of programme
Modules:
- Empirical Research Methods and Effective Data Analysis
- Project Study: Entrepreneurial Business Case

**Brehm, Lars**, Prof. Dr.
Module:
- Digital Technology Management: Products, Processes and Systems

**Gutknecht, Klaus**, Prof. Dr.
Module:
- Digital Technology Management, Design, Marketing and Commercialization
Henzel, Steffen, Prof. Dr.
Module:
- International Market Study

Müllich, Harald, Prof. Dr.
Module:
- Intercultural Business Communication and Management

Sudnik, Paul, Prof. Dr.
Modules:
- Business Entrepreneurship: Theories and Strategies
- Business Entrepreneurs and Change Management
Ruhnke, Harald, Prof. Dr.
Module:
- Entrepreneurial Financial Strategies

Slamka, Jessika, Prof. Dr.
Module:
- Digital Business Development: Trends and Strategies
External Lecturers from the following companies (examples)

- Accenture Digital
- Boehmert & Boehmert
- BMW AG
- iic link
- IBM
- Kienbaum
- Ludwig Maximilian Universität Notfallklinik
- Mantro.net
- SHS Viveon
Workshops and Teamwork

The intense collaboration of professors/lecturers is vital for the workshops and seminars at campus Pasing. This leads to numerous common activities such as teamwork or field trip preparations where our students have to actively participate.

Field Trips

Field trips in and around Munich as well as abroad help to gain broader experience in direct communication with company representatives (field trips may be a prerequisite for admission to examinations). (Foreign) excursions may be binding and can lead to travel expenses of up to €500 per semester.

Going Abroad

Our master students have the possibility to spend several months abroad if they wish: you can join an international company for a period of several months to focus on onsite work or on planning of an interesting master thesis of a key area of work or business during your studies. With an intercultural training and studies on the establishment of German businesses and subsidiaries abroad you will be prepared to work in foreign countries.
Master Thesis

The master thesis will be written in the third semester and is accompanied and followed by a master’s seminar. During the thesis development period of five months, the student will demonstrate her/his ability to work on a challenging business task independently and elaborate practical problem-solving strategies, assess them and implement them effectively. The topics may be found in German or international companies or can be provided by lecturers.
MUAS & Campus Pasing

Munich University of Applied Sciences (MUAS) is the second largest university of applied sciences in Germany. Our 17,500 students and our location in a leading European business centre afford fantastic opportunities.

With over 2000 students, 46 professors, and 72 part-time lecturers, the Department of Business Administration is one of the largest business schools in Germany. This enables us to offer a unique and diverse range of learning opportunities. Our Bachelor and Master programmes are accredited by the FIBAA (Foundation for International Business Administration Accreditation). As one of the top universities located in the business hub of Munich, our students benefit from our partnerships with leading international companies.

At university rankings such as the ranking of the “Wirtschaftswoche”, which is based on regular surveys of the economy, the Department of Business Administration has been among the top 5 in Germany for years.

Studying at the Munich University of Applied Sciences at campus Pasing means studying in a cosmopolitan city while being in a green surrounding. The Department of Business Administration is directly located at “Pasinger Stadtpark”.
Admission Requirements

- A certified copy of your bachelor’s degree certificate and transcript from your business administration studies (or a related discipline). A final mark of “good” or better, German grade: 2,4 or better is required.

- Evidence of achieved 210 ECTS credits in a minimum of six theoretical semesters of a bachelor’s degree or diploma programme. If you have less than 210 ECTS but a minimum of 180 ECTS you can obtain the missing ECTS during your master studies prior to the release of the subject of your master thesis (hence prior to the beginning of the third semester).

- Proof of good knowledge of English, both written and spoken by: Competence language level “B2” established by the Council of Europe’s Common European Framework of Reference for Languages, please see our homepage for details.

- Evidence of a minimum of 10 ECTS credits of study modules such as mathematics and/or statistics and evidence of a minimum of 25 ECTS credits of study modules of Finance and Accounting or 25 ECTS credits of study modules of a functional business area such as marketing, supply chain as well as innovation and project management

- Aptitude test with proven record of success (upon invitation in June or July)

Academic Degree

Master of Science (M. Sc.)
Students with foreign degrees

- Applicants with non-German Bachelor’s degrees have to apply first via uni-assist which takes up to six weeks. Therefore please apply until 31. March!
- Uni-assist is an organisation which evaluates international school/university certificates. It examines if the submitted school/university certificates are equivalent to German school/university degrees, i.e. whether they qualify in principle for admission to university studies in Germany.
- For more information please visit www.uniassist.de

Tuition Fees

Munich University of Applied Sciences does not charge tuition fees. However, all students pay a Student Union fee (around 52€) and a solidarity fee (around 62,5€) for the student public transportation pass (Semesterticket) per semester.
Application Process

- Application is only possible for the winter semester (starting October 1st)
- Application period: May 2nd to May 31st of each year
- Application Foreign Students: Please take into account that you have to apply firstly via uni-assist, until March, 31st. www.uni-assist.de/applying.html
- Application link: www.bw.hm.edu/s/m/master.de.html

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<tr>
<th>What is to do</th>
<th>When</th>
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<tr>
<td>Application via Uni-Assist (only for foreign Bachelor Degrees)</td>
<td>Until 31st of March</td>
</tr>
<tr>
<td>Application online via <a href="https://www.hm.edu/master-bewerbung">https://www.hm.edu/master-bewerbung</a></td>
<td>2nd - 31st of May</td>
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<tr>
<td>Optional: Information Session at MUAS</td>
<td>Beginning of May</td>
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<tr>
<td>Invitation to Aptitude Test via e-Mail</td>
<td>At least one week before the Aptitude Test</td>
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<tr>
<td>Aptitude Test</td>
<td>Dates will be announced on our website</td>
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<tr>
<td>Official Letter of Acceptance via post from Immatriculatation Office</td>
<td>4 weeks after Aptitude Test</td>
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<tr>
<td>Enrollment</td>
<td>September/October</td>
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<tr>
<td>Start of Master programme</td>
<td>1st of October</td>
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Further Information

https://www.bwl.hm.edu/s/m/msc_bwl/beditem.de.html

Contact

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masterbuero-fk10@hm.edu