

Master Programme Business Administration

Master of Science (M.Sc.)

Digital Technology Entrepreneurship



UNIVERSITY
OF APPLIED SCIENCES
MUNICH



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ENTREPRENEURIAL AMBITION

Digital Technology Entrepreneurship

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.

ENTREPRENEURIAL ACTIVITY

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)

ENTREPRENEURIAL CREATIVITY

Testimonials of former Students



"I have chosen 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



"I liked the project-based and application-oriented learning and I benefitted a lot for my further professional life."

Julius



"This program is exactly what I was looking for, because it combines entrepreneurial thinking with highly relevant topics such as IoT or Big Data. Plus, you have the chance to connect with experts from the industry during real projects or guest lectures."

Lisa

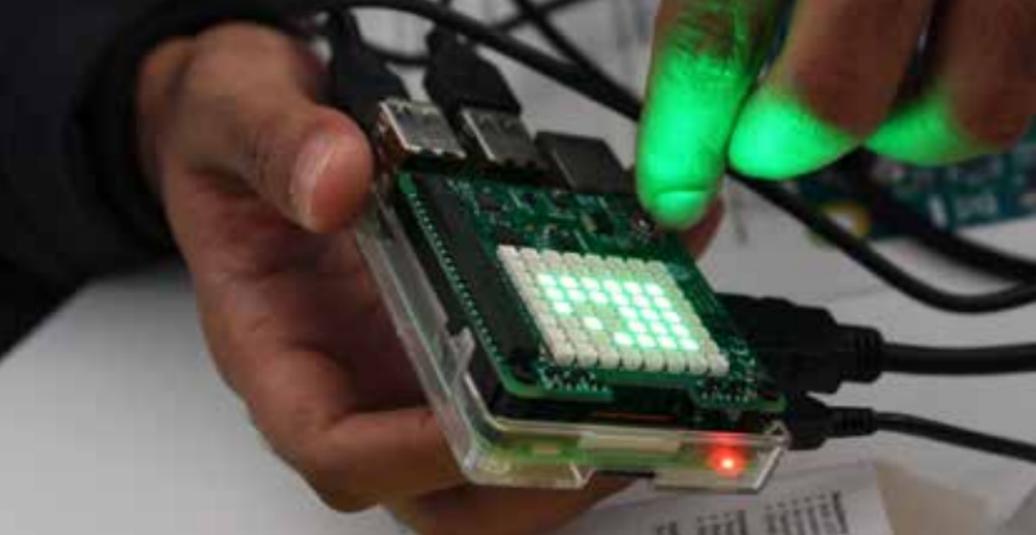


General Objectives

- 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
- 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.
- Lab-based Learning:
 - Learning Lab
 - Co-Innovation Lab
 - Research Lab
- Inclusion of digital media in the teaching method (eLearning with the elearning Management System Moodle, Mahara, social media, virtual classroom with Adobe connect)



Entrepreneurship

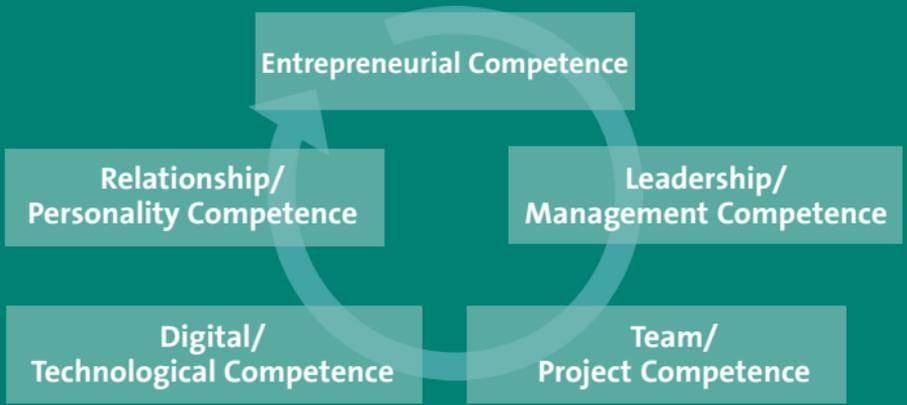
The Department of Business Administration views entrepreneurship as an essential foundation to meet the economic, social, environmental and cultural requirements of society. The development of technology is facilitating the digitisation of new business models, which is the prerequisite for new business 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

Study Modules	Assessment Method	ECTS	SWS
1. Semester			
Economics of Digitization	SP	5	4
Intercultural Business Communication and Management	O 20-60 min and WE 90-120	5	4
Agile Management for Entrepreneurs	SP	5	4
Digital Entrepreneurship: Design, Marketing and Commercialization	P	5	4
Entrepreneurial Financial Strategies	WE 90-120 or SP	5	4
Digital Technology Management: Products, Processes and System	P	5	4
2. Semester			
Digital Entrepreneurship: Theories and Strategies	P	5	4
Digital Technology: Intellectual Property Rights and Legal Environment	SP	5	4
Digital Business Development: Trends and Strategies	SP	5	4
Digital Technology: Big Data and Data Analytics	P	5	4
Digital Technology: Product and Service Management	P	5	4
Legal Issues for Digital Entrepreneurs	SP	5	4
3. Semester			
Project Study: Entrepreneurial Business Case	P	5	4
Research Study: New Technology Development & Strategic Foresight	P	5	4
Master Thesis and Oral Defense	ME and S	20	4

ECTS=European Credit Transfer and Accumulation System; S=symposium, P=project, O=oral examination, SP=seminar paper, WE=written exam

Subject to change



Sample Study Modules

Digital 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:

- Agile Management for Entrepreneurs



Brehm, Lars, Prof. Dr.

Module:

- Digital Technology Management: Products, Processes and Systems



Gutknecht, Klaus, Prof. Dr.

Module:

- Digital Entrepreneurship: Design, Marketing and Commercialization



Henzel, Steffen, Prof. Dr.

Module:

- Economics of Digitization



Ittstein, Daniel, Prof. Dr.

Module:

- Digital Entrepreneurship:
Theories and Strategies



Müllich, Harald, Prof. Dr.

Module:

- Intercultural Business
Communication and
Management



Ruhnke, Harald, Prof. Dr.

Module:

- Entrepreneurial Financial Strategies



Slamka, Jessica, Prof. Dr.

Module:

- Digital Business Development:
Trends and Strategies



Weiden, Henrike, Prof. Dr.

Modules:

- Legal Issues for Digital
Entrepreneurs



External Lecturers from the following Companies (Examples)

- Accenture Digital
- Anne Berger Designberatung
- BMW AG
- Boehmert & Boehmert
- Boris Gloger Consulting
- BSH
- Combera
- E.ON
- EY
- Haak Beratung und Mediation
- 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.

Digi Slam



Research is increasingly seeking contact with industry. For this purpose, a new conference series was set up in 2018: Digi-Slam. “Digi”, because it deals with very different topics of digitization. “Slam”, because with a high number of strokes, sometimes even in parallel, sophisticated presentations illuminate aspects of the respective sub-topic. Students of the Master’s programme have the opportunity to present and discuss their scientific concepts with company representatives.



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, for example to Finland 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, 48 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: 2,5 or better** is required.
- Evidence of achieved **210 ECTS credits** 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 by completing a 20 week internship.
- 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 20 ECTS credits of study modules such as maths and/or statistics and/or economics**
- Aptitude test with proven record of success (upon invitation in 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 certificates are equivalent to German 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 62 €) and a solidarity fee (around 68 €) 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

What is to do?	When?
Application via Uni-Assist (only for foreign Bachelor Degrees)	Until 31 st of March
Application online via https://www.hm.edu/masterbewerbung	2 nd -31 st of May
Optional: Information Session at MUAS	Beginning of May
Invitation to Aptitude Test via e-Mail	At least one week before the Aptitude Test
Aptitude Test	Dates will be announced on our website
Confirmation of Acceptance via online tool	4 weeks after Aptitude Test
Enrollment	September/October
Start of Master programme	1 st of October



Further Information



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

Contact

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