

FOR GRADUATES



**“Master of Science”
in Business Administration**

**BUSINESS ENTREPRENEURSHIP AND
DIGITAL TECHNOLOGY MANAGEMENT**

ENTREPRENEURIAL MODULE

- **Business Entrepreneurship: Theories and Strategies**
- **Entrepreneurial Financial Strategies**
- **Business Entrepreneurs and Change Management**
- **International Market Study**
- **Intercultural Business Communication and Management**
- **Empirical Research Methods and Effective Data Analysis**
- **Project Study: Entrepreneurial Business Case**

BUSINESS RELATIONSHIPS

- 1. Company visits in and around Munich but also excursions to companies outside of Germany**
- 2. An internship or study abroad (e.g. towards the preparation of the master thesis in an international company) for maximum one semester will be supported**
- 3. Lectures are going to be congenially realized in cooperation with professors / lectureres from various partner universities or companies abroad**

DIGITISATION MODULE

- **Digital Business Development: Trends and Strategies**
- **Digital Technology Management: Products, Processes and Systems**
- **Digital Technology Management: Design, Marketing and Commercialization**
- **Technology Risk Management: Strategies and Processes**
- **Technopreneurship: Sustainable Technology Management**
- **Digital Technology Management: Intellectual Property Rights and Legal Environment**
- **Research Study: New Technology Development & Strategic Foresight**

Admission Requirements, et. al.

- A certified copy of bachelor's degree and bachelor's degree certificate of business administration studies or a related discipline
- final mark of "2,4" or better
- Oral test at Munich University of Applied Sciences
- Proof of "good" knowledge of English along selected and official tests (e.g. Toefl, Toiec, IELTS)

Further information:
<http://bw.hm.edu>