“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, TOEIC, IELTS)

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