MBA
GREEN ECONOMY AND DIGITAL INNOVATION

FACTS

- 5 study semesters - part-time education - 90 credits
- Online study programme with up to 2 physical weeks per year
- Admission in March or October
- Teaching language is English - a German track is planned
- Focus on research/project studies in cooperation with companies
- Tuition Fee: 2.500.- € per semester plus fees (in 2020: Student Union fee 62.- € and solidarity fee public transportation 68.- €)

MODULES

Business Strategy
- Managing Green Organizations: Leadership, Culture and Strategy
- Research Study: Future Foresight and Digital Innovation

Business Entrepreneurship
- Business Models of Digital Green Entrepreneurship
- Project Study: Designing a Digital Business for the Green Market

Business Processes
- Digital Process Innovation for Green Business
- Data-Driven Digital Transformation in Green Business

Business Leadership
- Innovation Competencies and Design Thinking Skills
- Agile Project Management for Digital Green Business

Business Economics
- The Future of a Green and Digital Economy

Business Law
- Green Business and Information Law

Business Marketing
- Marketing and Sales Strategies for Green Products and Services

Business Finance
- Innovation Finance and Green Venture Capital

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