Master Programme Business Administration

Master of Science (M.Sc.)

Digital Technology Management

FIBAA accredited

UNIVERSITY OF APPLIED SCIENCES MUNICH
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Digital Technology Management

Companies like Netflix, Amazon, Uber and Airbnb have completely altered their industry segments. Digital 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.

The basis for the above changes in the business model and processes are digital innovations such as mobile devices, IoT or cloud technologies and big data and analytics. Harnessing the power of data is becoming an increasingly important point of competitive differentiation.

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.
“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 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 in an international environment

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 ”Digital Technologies”: Gather hands on digital experience
  - Co-Innovation Lab: Innovation projects between students and companies.
  - Research Lab: Present your results to experts
- Inclusion of digital media in the teaching method (eLearning with the e-learning Management System Moodle, Mahara, social media, virtual classroom with Adobe connect)
Digitisation

Since a few years, the topic digitisation ranks among the top priorities of the Bavarian, German and European political agenda. Digitisation influences wide areas of business: communication, cooperation, processes and products. Our students should see the handling of digital media and services 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.

Technology Management

The Department of Business Administration views technology management as an essential foundation to meet the economic, social, environmental and cultural requirements of the 21st century. New technologies are facilitating the digitisation of business models, thus driving new business development. Data-driven management practices relying on big data and analytics promise to transform the way companies do business. This course not only provides knowledge based on economic theory, but also on the business impact of new technologies and big data and deepens students’ knowledge in the context of entrepreneurship to generate and implement new ideas.

Interculturality

The labour market is international and companies act globally: students must be introduced to the globalised world by language proficiency, various ways of cross-border 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>
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</thead>
<tbody>
<tr>
<td><strong>1. Semester</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Research Methods: Digital Products, Processes and Systems</td>
<td>ModA (80%) and Präs (20%)</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Cross-Cultural Communication and Management</td>
<td>ModA or Präs.</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Big Data and Artificial Intelligence</td>
<td>ModA</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Legal Issues for Data-driven Business</td>
<td>ModA</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Financial Strategies for Digital Technology Management</td>
<td>ModA</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Agile Management Practices</td>
<td>ModA</td>
<td>5</td>
<td>4</td>
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<tr>
<td><strong>2. Semester</strong></td>
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<td></td>
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<tr>
<td>Economics of Digitization</td>
<td>ModA</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Digital Commerce &amp; Technology Marketing</td>
<td>ModA</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Research Project: Digital Business Development</td>
<td>ModA (80%) and Präs (20%)</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Digital Technology: Leadership and Ethics</td>
<td>ModA</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Digital Technology: Intellectual Property Rights</td>
<td>ModA</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Design Thinking for Digital Technology Development</td>
<td>ModA</td>
<td>5</td>
<td>4</td>
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<tr>
<td><strong>3. Semester</strong></td>
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<tr>
<td>Research Study: Challenges in Digital Technology</td>
<td>ModA (80%) and Präs (20%)</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Co-Innovation Project: Digital Business Case</td>
<td>ModA</td>
<td>5</td>
<td>4</td>
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<tr>
<td>Master’s Thesis</td>
<td>MA</td>
<td>16</td>
<td>0</td>
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<tr>
<td>Oral Defense of Master’s Thesis</td>
<td>Präs.</td>
<td>4</td>
<td>2</td>
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ECTS = European Credit Transfer and Accumulation System; MA = Modularbeit; SWS: Semester hours/week; MA = Masters Thesis; Präs: Presentation

Valid for start in October 2020 (Subject to change)
Sample Study Modules

Big Data and Artificial Intelligence
- Recognizing the importance of data analysis and AI in the field of digital business
- Understanding prerequisites and potential challenges
- Getting to know state-of-the-art tools and methods
- Applying data science in a business context

Research Project: Digital Business Development
- 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

Cross-Cultural 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
Internal Lecturers

**Anderl, Eva**, Prof. Dr.
Head of programme

- Modules:
  - Big Data and Artificial Intelligence
  - Research Study: Challenges in Digital Technology Management

**Brehm, Lars**, Prof. Dr.

Module:

- Research Methods:
  - Digital Products, Processes and Systems

**Günzel, Holger**, Prof. Dr.-Ing.

Module:

- Agile Management Practices
- Co-Innovation Project:
  - Digital Business Case
Ittstein, Daniel, Prof. Dr.
Module:
  - Digital Technology: Leadership and Ethics

Henzel, Steffen, Prof. Dr.
Module:
  - Economics of Digitization

Gutknecht, Klaus, Prof. Dr.
Module:
  - Digital Commerce & Technology Marketing

Müllich, Harald, Prof. Dr.
Module:
  - Cross-Cultural Communication and Management
Ruhnke, Harald, Prof. Dr.
Module:
- Financial Strategies for Digital Technology Management

Slamka, Jessica, Prof. Dr.
Module:
- Research Project: Digital Business Development

Weiden, Henrike, Prof. Dr.
Modules:
- Legal Issues for Data-driven Business
External Lecturers and project partners from the following Companies (Examples)

- Accenture Digital
- Anne Berger Designberatung
- BMW AG
- Boehmert & Boehmert
- Boris Gloger Consulting
- BSH
- Combera
- E.ON
- EY
- FeldM
- Franziskuswerk Schönbrunn
- Haak Beratung und Mediation
- IBM
- Ludwig Maximilian Universität Notfallklinik
- Mantro.net
- MyTaskey
- RiaGöhler
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.
- Good knowledge of English B2 Level: Competence language level “B2” established by the Council of Europe’s Common European Framework of Reference for Languages) is necessary, as some modules are taught in English. New: No evidence is needed.
- Evidence of a minimum of 20 ECTS credits of study modules 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 March 31st!
- 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 https://my.uni-assist.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. [https://my.uni-assist.de/](https://my.uni-assist.de/)
- Application link: [www.bw.hm.edu/s/m/master.de.html](http://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>
</tr>
<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>Confirmation of Acceptance via online tool</td>
<td>4 weeks after Aptitude Test</td>
</tr>
<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/DTM.de.html

Contact

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https://www.linkedin.com/company/digitaltechnologymanagement