

MASTER OF SCIENCE IN BUSINESS ADMINISTRATION

DIGITAL TECHNOLOGY ENTREPRENEURSHIP (DTE) starting in WS 2018/2019



1. Semester (Winter Semester)					
	Module	Lecturer	Assessment Method	ECTS	SWS
M 4.1	Economics of Digitization	Prof. Dr. Steffen Henzel Munich University Applied Sciences	SP	5	4
M 4.2	Intercultural Business Communication and Management	Prof. Dr. Harald Müllich Munich University Applied Sciences	O 20 - 60 min and WE 90 - 120	5	4
M 4.4	Agile Management for Entrepreneurs	Prof. Dr.-Ing. Holger Günzel Munich University Applied Sciences	SP	5	4
M 4.5	Digital Entrepreneurship: Design, Marketing and Commercialization	Prof. Dr. Klaus Gutknecht Munich University Applied Sciences	P	5	4
M 4.9	Entrepreneurial Financial Strategies	Prof. Dr. Harald Ruhnke Munich University Applied Sciences	WE 90 -120	5	4
M 4.10	Digital Technology Management: Products, Processes and System	Prof. Dr. Lars Brehm Munich University Applied Sciences	P	5	4

2. Semester (Summer Semester)					
	Module	Lecturer	Assessment Method	ECTS	SWS
M 4.3	Digital Entrepreneurship: Theories and Strategies	Prof. Dr. Daniel Ittstein Munich University Applied Sciences	P	5	4
M 4.6	Digital Technology: Intellectual Property Rights and Legal Environment	Dr. Carl-Richard Haarmann*, Dr. Volker Schmitz-Fohrmann*, Dr. Andreas Lucke* Boehmert & Boehmert	SP	5	4
M 4.7	Digital Business Development: Trends and Strategies	Prof. Dr. Jessica Slamka Munich University Applied Sciences	SP	5	4
M 4.8	Digital Technology: Big Data and Data Analytics	Prof. Dr. Eva Anderl Munich University Applied Sciences	P	5	4
M 4.11	Digital Technology: Product and Service Management	Prof. Anne Bergner Coburg University of Applied Sciences	P	5	4
M 4.12	Legal Issues for Digital Entrepreneurs	Prof. Dr. Henrike Weiden Munich University Applied Sciences	SP	5	4

3. Semester (Winter and Summer Semester)					
	Module	Lecturer	Assessment Method	ECTS	SWS
M 4.13	Project Study: Entrepreneurial Business Case	Prof. Dr. Holger Günzel Munich University Applied Sciences	P	5	4
M 4.14	Research Study: New Technology Development & Strategic Foresight	To be announced Munich University Applied Sciences	P	5	4
M 4.15	Masters Dissertation and Viva Exam	Responsible professors of DTE	ME and S	20	2

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

Valid for start in October 2018 (Subject to change)

Coordinator DTE: Prof. Dr.-Ing. Holger Günzel

Partner are marked with *

Further information:

- www.study-entrepreneurship.com
- www.facebook.com/msc.dte
- mastermacher.hm.edu/kategorie/business-entrepreneurship-and-digital-technology-management/
- www.brainnovative-consulting.de
- www.bwl.hm.edu/s/m/msc_bwl/beditem.de.html