MBA
GREEN ECONOMY AND DIGITAL INNOVATION

Hochschule München - Munich University of Applied Sciences

- Part-time education
- Online study programme with up to 2 physical weeks per year
- 90 credits

Innovative brains from all over the world with an affinity for digital technology and innovation mindset meet to develop green business models (entrepreneurship) and innovation management strategies (intrapreneurship) in tight cooperation with companies.

Admission Requirements

- Application in May via [www.hm.edu/masterbewerbung](http://www.hm.edu/masterbewerbung)
- A certified copy of your bachelor's degree certificate and transcript from your studies.
- 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 end of the second semester by completing a 20 week internship.
- Evidence of qualifying work experience of generally not less than one year.
- In the case of foreign university degrees, the verification has to be confirmed by uni-assist ([https://my.uni-assist.de/](https://my.uni-assist.de/))
- Aptitude test (in June) with proven record of success.
- Admission actual only in winter semester (October) possible.

General Information

Teaching language is English

Tuition Fees

2.950.- € per semester plus fees (in 2022: Student Union fee 75.- € and solidarity fee public transportation pass 72.- €).

Contact

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[https://www.bw.hm.edu](http://www.bw.hm.edu)
The Master of Business Administration (MBA) is the internationally accepted academic degree for digital innovators. With the MBA degree in Green Economy and Digital Innovation, the increasingly rapid social, technological, economic and ecological change is actively met as a digital expert and innovation manager.

Further Information

- Learning Lab “Digital Technologies” ([www.LL4DT.org](http://www.LL4DT.org)): Gather hands on digital experience
- Co-Innovation Lab ([www.co-innovationlab.org](http://www.co-innovationlab.org)): Innovation projects between students and companies
- Greenovation4Impact ([www.greenovation4impact.org](http://www.greenovation4impact.org)): Practical development of environmental and climate topics

The MBA will offer 3 modules each in four semesters; in the fifth semester the master thesis will be realized. In the fourth semester, the Master’s students will develop concepts for an independent business start-up or for a unique business model in an existing company.

Several modules are implemented by a professor in congenial partnership with another professor or representatives of a company.

Each module thus combines a topic from one or more companies that is geared towards Digital Green Business.

You study online and participate in on-site events for exchange and networking.

Curriculum

**Winter Semester**
- The Future of a Green and Digital Economy
- Digital Process Innovation for Green Business
- Innovation Competencies and Design Thinking Skills

**Summer Semester**
- Innovation Finance and Green Venture Capital
- Marketing and Sales Strategies for Green Products and Services
- Agile Project Management for Digital Green Business

**Winter Semester**
- Business Models of Digital Green Entrepreneurship
- Green Business and Information Law
- Managing Green Organizations: Leadership, Culture and Strategy

**Summer Semester**
- Research Study: Future Foresight and Digital Innovation
- Project Study: Designing a Digital Business for the Green Market
- Data-Driven Digital Transformation in Green Business

**Winter and Summer Semester**
- Master’s Thesis and Oral Exam

Learning Methods

- Problem-based learning with the integration of real business problems and company representatives
- Simulated business cases, case studies, real projects
- Integration of company experts
- Lab based learning

Innovative Schedule

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