

WHAT MAKES THIS PROGRAMME UNIQUE?

- Preparation for key positions in the field of digitalisation
- Connection to a new and international area of research
- Direct relevance for current challenges in business
- Insight into current topics of relevance for small and medium-sized businesses and global market leaders in the region
- Use of creative techniques and innovation games
- Practical projects and group projects
- Integration of cross-sectional topics such as managing consulting projects, communication skills training and persuasive argumentation
- Interactive teaching formats

WHAT ARE THE CAREER OPTIONS?

The job profiles in this field are diverse, and the job adverts are numerous. Typical areas for which trained professionals are currently in high demand include:

- Consulting for digitalisation and innovation (either as an in-house service within a company or with external consulting firms) for topics such as development and optimisation of innovation processes, support in tapping digitalisation potential and development of leadership and management models
- Team and project management
- Project portfolio management of digitalisation projects

Further career options in the area of business analysis and business development as well as in specialist management teams include the identification and expansion of new business areas, such as data-driven business models. Graduates can also get started in strategy and business model development.

HOW IS THE PROGRAMME STRUCTURED?

1st semester 30 ECTS

- Introduction to Digital Innovation
- Digital Innovation Strategy
- Digital Transformation & Entrepreneurship
- Strategy and Performance Management
- Consulting
- Digital Business Models & Approaches

2nd semester 30 ECTS

- Innovation Project
- Introduction to Artificial Intelligence
- Organization and Processes
- Design for Digital Innovation
- Digital Innovation in Industry
- IS Research

3rd semester 30 ECTS

- Interpersonal Skills
- Academic Writing
- Master's Thesis

Degree: Master of Science (M.Sc.)

HOW INTERNATIONAL IS THIS PROGRAMME?

The Neu-Ulm University of Applied Sciences promotes stays abroad through its partnerships with universities around the world. This Master's programme is international and it is held exclusively in English.

CREATING IDEAS TO SHAPE OUR FUTURE!

Are you interested in digital innovations, New Work and agile methods?

Are you fascinated by modern forms of organisation and management?

Do you see yourself helping companies become more competitive and prepare themselves for the future?

Then Digital Innovation Management is just the right Master's programme for you!

WHAT ARE THE REQUIREMENTS FOR ADMISSION?

- A university degree with a minimum of 210 ECTS credits
- Mark of 2.5 or better
- 5 ECTS each from the fields of IT management, information technology (IT) and business administration (15 ECTS in total)
- English level B2
- For international applicants: German A1
- There are no restrictions on admission for this course

WHAT DOES THE NEU-ULM UNIVERSITY OF APPLIED SCIENCES STAND FOR?

The Neu-Ulm University of Applied Sciences (Hochschule Neu-Ulm, HNU) is an international business school. In our interdisciplinary bachelor's and master's degree programmes, students receive practical training to equip them with the skills they need in order to take on management positions. HNU maintains cooperation partnerships with numerous German companies and places value on international exchange as well as the promotion of cultural and social skills. The HNU campus, with its state-of-the-art multimedia equipment, is surrounded by nature and is characterised by its friendly and welcoming environment.

CONTACT

Academic Advising:

Thomas Bartl, Academic Advisor
+49 (0) 731 - 9762 - 2000
studienberatung@hnu.de

Admission requirements and applying:

Peter Marquetand, Deputy Director Studies Office
+49 (0) 731 - 9762 - 2003
peter.marquetand@hnu.de

Programme Director:

Prof. Dr. Andy Weeger
+49 (0) 731 - 9762 - 1522
andy.weeger@hnu.de







Hochschule Neu-Ulm
Wileystraße 1
D-89231 Neu-Ulm
www.hnu.de



WHEN CAN I APPLY?

Winter semester:
from 2 May to 31 August

Check out our website for more information on the study programme and applying online:
www.hnu.de/dim

-  [HochschuleNeuUlm](https://www.youtube.com/HochschuleNeuUlm)
-  [Hochschule Neu-Ulm](https://www.facebook.com/HochschuleNeuUlm)
-  [hochschule_neu_ulm](https://www.instagram.com/hochschule_neu_ulm)
-  twitter.com/HS_Neu_Ulm
-  [linkedin.com/school/hochschule-neu-ulm/](https://www.linkedin.com/school/hochschule-neu-ulm/)
-  [tiktok.com/@hochschule_neu_ulm](https://www.tiktok.com/@hochschule_neu_ulm)