

Important Information on the study programme V004 – June 2023 “Digital Transformation and Global Entrepreneurship” please read carefully before applying and enrolling

FAQ - General Topics

Where do lectures take place?

Usually in presence at the HNU.

When do lectures take place?

At HNU, we have periods during the semester when lectures take place. Furthermore, there are also lecture-free periods. We recommend that you keep the whole day free during the lecture periods Mon.-Fri., as sometimes there may also be short-term changes of appointments.

How much time do I have to invest in the program?

This is a full-time course of study. Similar to any other Master program, there are 30 ECTS to be earned per semester. One ECTS corresponds to a workload of 25 - 30 hours, i.e., 750 - 900 hours per semester. These are distributed over lectures, seminars, and self-study. One semester has approximately 26 weeks, the lecture period which is relevant for the weekly workload has approximately 15 weeks. This means 50 – 60 hours per week as a maximum workload (similar to any other master program) – normally the workload is distributed over several lectures, and evaluation formats.

Can I still work on the side?

If it can be arranged, we do not recommend this, as you can expect to work 50 – 60 hours per week (similar to any other master program - maximum - during the semester). If you take on a part-time job, we recommend that you make sure your working hours are flexible (10 – 15 hours).

What is the didactic concept?

We primarily use action learning, i.e. a small part theory and examples; a large part studying theory (books/papers), group work, presentation, discussion - i.e. no classical study as you know it from the Bachelor (see also: <https://www.educationcorner.com/the-learning-pyramid.html>). We do this because we value the development of professional competencies, methodological competencies, social competencies and personal competencies (see also: <https://www.weforum.org/agenda/2020/10/top-10-work-skills-of-tomorrow-how-long-it-takes-to-learn-them/>).

How much independent work is expected?

A lot, especially when it comes to self-study - it's not about "presenting" to you, it's about empowering you to figure out issues on your own, work in teams, research in the library (papers and books), read... etc. So for a lecture with 5 ECTS we usually plan 3 hours (= 4 academic units) in presence, and 7 hours for self-study etc.

What costs will I have to pay?

There are no tuition fees, however, you should budget approximately 600 € for the excursion in the second semester. Furthermore, you should budget ~ 100 € per semester for the student service contribution.

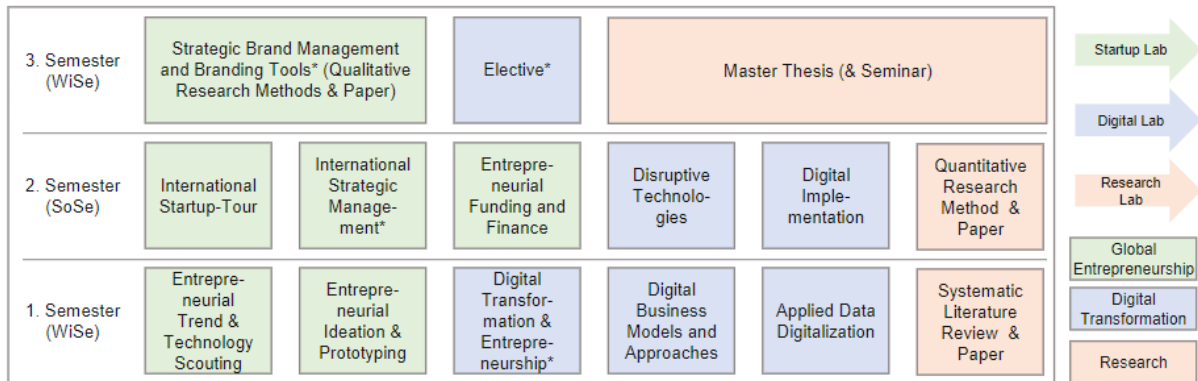
FAQ - Study contents

How is the study program structured?

The program is structured over three semesters and three labs (Startup Lab, Digital Lab, Research Lab).

- *Startup Lab*: e.g., ideation, int. networking, entrepreneurial mindset, branding, financing, for founding your own company, also relevant for intrapreneurship.
- *Digital Lab*: e.g., Digital Strategy, Digital Transformation, Digital Implementation to support companies with digitalization.
- *Research Lab*: e.g., Systematic Literature Review, Qualitative and Quantitative Research Methods on the above topics, to work as a junior researcher.

Here you find the entire plan of the study programme (subject to change):



What competencies will I learn?

- Professional competencies with theoretical basics, approaches, and representatives
- methodological competences with procedures, instruments, and projects
- Social competences with teamwork and reflection.

Will I start a business in the program?

Not mandatory. You will receive the most important skills/tools/information - but the responsibility is yours to make something out of it. At HNU, we have the appropriate networks and infrastructure to support you in your start-up projects.

What are my job prospects after graduation?

- Entrepreneur who builds and grows their own business, scales, and networks globally.
- Intrapreneur, business developer, innovator, strategist who drives companies and organizations forward internationally.
- Young scientist for the topics of digital transformation and global entrepreneurship.

FAQ - Examinations

What kind of examinations are there?

Mostly portfolio exams with presentations, project reports or seminar papers. In individual subjects, examinations are conducted by means of written examinations.

When, on which topics and with whom do I write my master's thesis?

The master thesis is written in the 3rd semester. Topics that have been dealt with during the course of study are suitable for this. It can be a theoretical or empirical work, which is written with the Institute for Entrepreneurship or in cooperation with a company. The supervisors are professors from the lectures.

FAQ - Excursion

Does a field trip take place as part of the master's degree?

Yes, we are planning an excursion (usually to Greece) as part of the module "International Startup Tour" in the second semester. Even if the university bears the majority of the costs, we ask you to plan about 600 € for this. For students with a non-European passport: Please also inquire in time at your embassy about entry regulations to Greece.

Is field trip participation mandatory?

Since this is a study program in which "Global Entrepreneurship" plays a major role and since the module "International Startup Tour" is a mandatory module, participation is mandatory.

When does the excursion takes place?

We have fixed excursion dates at Neu-Ulm University (usually one week in May). The field trip takes place during this period. The schedule for each semester including the excursion week can be found on the HNU website.

Expectations

What can I expect?

- Current topics taught in interactive teaching formats by lecturers from science and practice. The focus is on discussions and application in teams (see also: <https://www.educationcorner.com/the-learning-pyramid.html>).
- Work in (international) teams to apply theoretical knowledge in practice and thus be equipped with suitable skills for one's later profession (see also: <https://www.weforum.org/agenda/2020/10/top-10-work-skills-of-tomorrow-how-long-it-takes-to-learn-them/>).
- Learning skills to later be a) a (global) entrepreneur starting their own business, b) an intrapreneur, business developer, innovator, strategist, advancing companies and organizations, or c) a junior researcher on the topics of digital transformation and global entrepreneurship.
- An excursion abroad to experience global entrepreneurship up close and live - one participant described the excursion as "a once in a lifetime experience."

What can I not expect?

- "Assisted studying". We expect a high level of initiative and independent work from you.
- Only lectures in which something is "presented". You will be challenged to organize yourself in your teams and work together on solutions, which you will then present.
- The "perfect" study program. There is no such thing; from our past experiences, we have mapped the most important content and formats in the degree program. It may also be that not everything always runs "smoothly", and dates have to be changed/postponed.

Summary

We are looking for...

- Bachelor graduates that are motivated to develop themselves further on the above-mentioned topics with the didactic methods.
- Students that are able to work independent, on their own and in teams (incl. to organize themselves), especially when it comes to read papers and books, to work on case studies, to prepare presentations and assignments, and to conduct research.
- Students that are willing to handle the workload, especially during the semester and lecture period.

- *Students that are open-minded, have an international focus, are team players and are resilient.*
- *Students that are willing to work in one of the above-mentioned working areas after the study program.*
- *Students that are a good team member to their colleagues. This means (among others) to come to lectures prepared (e.g., read the assigned texts), complete your parts of group assignments on time, attend team meetings on time and generally be a reliable team member for your classmates.*

If you have read the above-mentioned content carefully and if you agree with that, we are more than happy to work with you.