

MASTER DIGITAL TRANSFORMATION AND GLOBAL ENTREPRENEURSHIP

WHAT MAKES THIS PROGRAMME UNIQUE?

- Develop new ways of thinking in order to take advantage of global opportunities within an organisation or company.
- Identify potential innovations that advance digital transformation at an international level.
- Be part of not only managing, but also shaping and digital transformation.
- Develop your own scalable ideas all the way to market maturity with team projects.
- Exchange ideas with like-minded people, entrepreneurs and founders.

WHAT ARE THE CAREER OPTIONS?

Graduates of this programme go on to be global entrepreneurs who start and expand their own businesses and scale and network at a global level; connection to HNU activities and infrastructure.

Career perspectives also include roles as intrapreneurs, business developers, innovators, strategists or digital transformers who drive companies and organisations forward internationally.

A further career entry option is as a young scientist in the fields of digital transformation and global entrepreneurship.

HOW IS THE PROGRAMME STRUCTURED?

- 1st semester** 30 ECTS
- Entrepreneurial Trend and Technology Scouting
 - Entrepreneurial Ideation and Prototyping
 - Digital Transformation and Entrepreneurship
 - Digital Business Models and Approaches
 - Applied Data Digitalization
 - Systematic Literature Review

- 2nd semester** 30 ECTS
- International Start-up Tour (Excursion)
 - International Strategic Management
 - Entrepreneurial Funding and Finance
 - Disruptive Technologies
 - Digital Implementation
 - Quantitative Research Methods

- 3rd semester** 30 ECTS
- Strategic Brand Management
 - Elective
 - Master's Thesis and Seminar

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 is required. However, applicants who have a degree with 180 ECTS credits can make up the missing credits.
- Mark of 2.5 or better
- For international applicants: German A1
- English level B2 (proof required). Level C1 is recommended for applicants wishing to study abroad.
- 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

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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/dte

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