

## Program

Full-time study program consisting of 90 ECTS in 3 semesters including Master's thesis

## Degree

Master of Science (M. Sc.)

## Language of instruction

English (B2)

## Target audience

The study program is designed for students who would like to work in a digital, corporate environment and are interested in actively shaping corporate processes, services and professional life.

## Career profile

Graduates of the Master's program are highly qualified for managerial and expert positions in digitization projects on an executive as well as on a strategic level. Depending on their individual profile, graduates can work as project managers in digitization projects, as managers in digital transformation processes, as IT consultants, as data scientists, as change managers or chief digital officers (CDOs).

## Admission requirements

Admission to the Master's program in Digital Business Management takes place once a year for a start in the winter semester.

Requirements are a university degree in business administration or economics (or equivalent) with a total of at least 180 ECTS credits awarded with the grade "good" or better.

## Formal requirement for admission:

Proof of 10 ECTS in Quantitative Methods (including 5 ECTS in Statistics); 5 ECTS in Business Information Systems and 30 ECTS in Business Administration and/or Economics. Proof of English B2 (European Framework of Reference).

## Application

Applications must be submitted by June 15 of each year. For more information on the application and the two-stage selection process please refer to the website of the study program.

[hs-pforzheim.de/mdbm](https://hs-pforzheim.de/mdbm)

## Student Advisory

[mdbm@hs-pforzheim.de](mailto:mdbm@hs-pforzheim.de)

[hs-pforzheim.de/mdbm](https://hs-pforzheim.de/mdbm)

## Business PF Digital Business Management Master (M. Sc.)



## Business PF

Hochschule Pforzheim  
Pforzheim University  
Business School  
Tiefenbronner Straße 65  
75175 Pforzheim DE



Design digital processes and services and drive businesses forward. Acquire knowledge in Digital Management and IT, Data Analytics and Research Methods as well as Change and Project Management. Apply interdisciplinary skills in Management and IT.

### The study program

Digitalization is everywhere. In many industries there is a need for the digitization of companies, business models and working environments. The job opportunities targeted by this study program are to be found in the field of the digital transformation of companies and organizations.

Graduates deal with digitization projects in companies and design new business models or introduce new processes. In the context of these projects, they are the link between departments within the company and have a high level of interpersonal skills to support the change processes within the company. In the Master's program, you will acquire the following additional competencies:

For successful digitization projects, it is important to have expertise in research methods and data analysis in order to develop a sound understanding of the status quo and future options and thus make the right decisions. Furthermore, it is also important to be able to evaluate how processes and services can be optimized through the use of AI.

In addition, digitization projects require interdisciplinary skills and collaboration across departments. IT concepts must be communicated for a digitization project to succeed – which is why companies are looking for experts who can recognize and deal with these different perspectives.

The mix of these diverse competencies – in addition to knowledge about relevant data sources and process management, know-how about data analysis, about IT systems, IT management and artificial intelligence, about change management and the legal as well as ethical challenges – equips graduates of the program with the necessary tools to confidently navigate this highly dynamic digital environment and develop reasonable solutions.

The Master's program in Digital Business Management brings together these different perspectives in one of Germany's leading business schools. Students are trained to become professionals for digital transformation projects. Companies are integrated into the training so that a hands-on approach is guaranteed.

### Course contents

The Digital Management module aims to build up basic knowledge of IT management, digital management and digital platforms. In Modern Sustainable Leadership, students learn about change management and intercultural management. One of the main topics will be the acquisition of know-how in the field of Data Science, Artificial Intelligence and Data Analytics with R in order to gain new insights through advanced data analysis. The module Agile Project Management and Process Management teaches skills in modern project management and process design with a focus on training with typical software products. The module Research Methods, Algorithms and Data Structures teaches fundamentals in databases and algorithms as well as relevant qualitative and quantitative research methods. The module Digital Business Models deals with the development of new business models and new digital products. In an application-oriented business project, students have to demonstrate their acquired expertise.

### Modules

#### 1<sup>st</sup> SEMESTER

Digital Management  
(9 Credits)

Modern Sustainable Leadership  
(8 Credits)

Research Methods, Algorithms and Data Structures  
(7 Credits)

Data Analytics with R  
(6 Credits)

#### 2<sup>nd</sup> SEMESTER

Ethics and Law in Digital Business  
(6 Credits)

Development of Digital Business Models and Products  
(7 Credits)

Business Project in Digital Business Management  
(10 Credits)

Agile Project and Process Management  
(7 Credits)

#### 3<sup>rd</sup> SEMESTER

Electives \*  
(9 Credits)

Thesis  
(21 Credits)

- \* Data Science with Python
- Big Data Analytics
- Application in Supply Chain Simulations
- Customer Experience Management
- New Digital Work
- Dive in Technologies
- Predictive Analytics
- Interdisciplinary Studies

Students can develop their individual profile via electives, for example with courses such as Data Science with Python, Big Data Analytics, Supply Chain Simulations, Customer Experience Management, New Digital Work, Predictive Analytics or Dive into new technologies.

In electives, students work in teams with fellow students from other national and international Master's programs at the Business School. Students who wish to further strengthen their international profile also have the opportunity to spend the third semester at a partner university abroad.

### Your advantages

- Interdisciplinary and comprehensive education in the field of Digital Business Management
- Close integration of theory and practice, company projects
- Small groups and personal culture
- Individual profile development as of the first semester
- Globally recognized degree

### Our team

Prof. Dr. Torben Kuhlenskasper  
Professor of Econometrics, Mathematics and Statistics

Prof. Dr. Thomas Schuster  
Professor of Databases and Software Engineering