



**On-Campus**

**MSc in Business Management**  
**DIGITAL INNOVATION & BUSINESS**  
**TRANSFORMATION**

# TURN YOUR DREAMS INTO CAREER SUCCESS IN GERMANY

In today's rapidly evolving business landscape, digital innovation and transformation are essential for staying competitive and driving growth. According to a report by McKinsey, companies that prioritize digital transformation are 26% more profitable than their competitors. This program equips students with the knowledge and skills to lead digital initiatives, drive innovation, and transform organizations for success in the digital age.

Through cutting-edge coursework and hands-on projects, students delve into topics such as digital strategy, emerging technologies, agile methodologies, and change management. According to the World Economic Forum, by 2025, digital transformation is expected to generate \$100 trillion in value for businesses and society. Graduates emerge as visionary leaders capable of harnessing the power of digital technologies to create value, foster innovation, and drive sustainable business growth.

## Your Profile

### For whom is this program made?

This study program is designed for individuals who are passionate about driving organizational change and innovation in the digital age. It is ideal for aspiring digital leaders, business strategists, entrepreneurs, technology enthusiasts, change agents, consultants and advisors, as well as individuals interested in transitioning into roles focused on digital innovation, business transformation, and technology management to capitalize on the growing demand for digital skills and expertise.

## Your Career Prospects

### What could be the job you get after graduating?



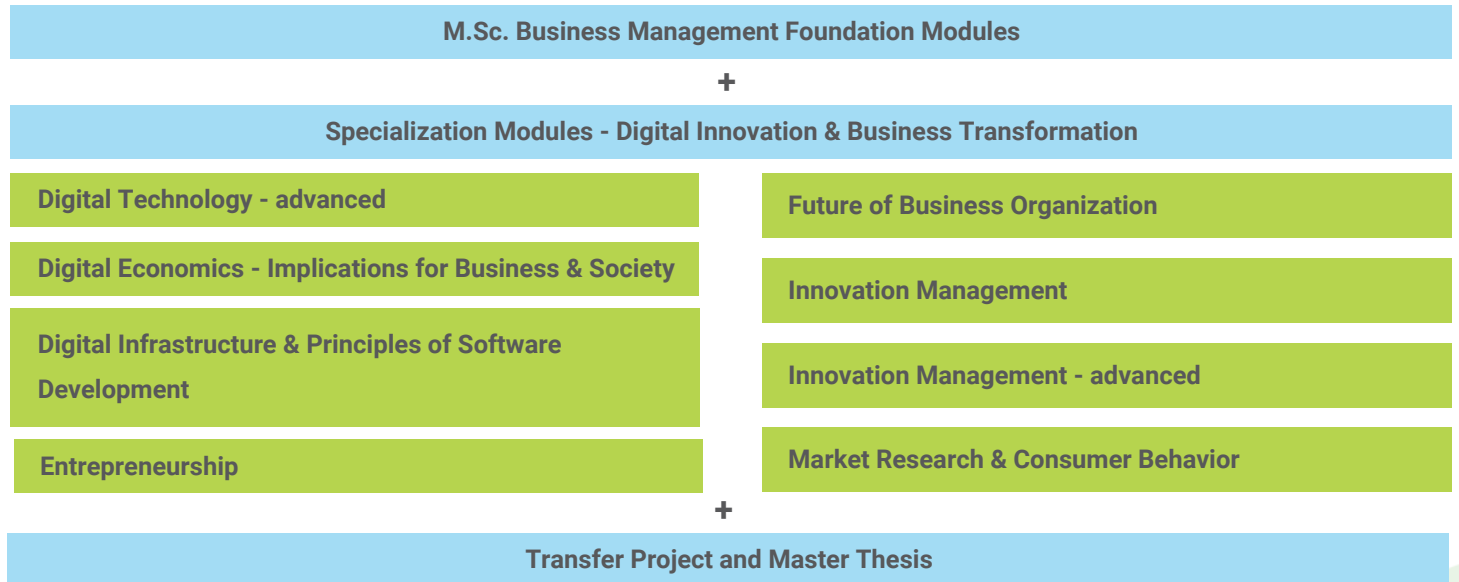
The career prospects for graduates from this master's program are diverse and promising. Upon completion of the program, graduates can pursue a wide range of career opportunities in various industries and roles. Some potential career paths include:

- Digital Transformation Manager
- Innovation manager
- Digital Strategy Consultant
- Product Manager
- Entrepreneur/Startup Founder
- Digital Marketing Manager
- Business Analyst

# Your Specialization Modules

## What customized study content lies ahead?

Here is the overview of our comprehensive curriculum that covers the essential topics of Business Management. The foundation modules are complemented by specialization modules in Digital Innovation & Business Transformation, as well as the Transfer Project and Master Thesis.



## Tuition Fees\*\*

Per Semester	Per Year	Total Payment
EUR 5,950.00	EUR 11,900.00	EUR 23,800.00

\*\*Excl. **EUR 250** matriculation fee + **EUR 250** examination fee

Up to 40%\*  
Scholarships  
Available!

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