



MSc | TRANSNATIONAL

Digital Innovation & Business Transformation

Program Overview

M.Sc. in Business Management — Digital Innovation & Business Transformation



2 Years
(1 year online, 1 year on-campus)



Transnational



Jan, Mar, May, Jul, Sep, Nov



English



120 ECTS

Why Study Digital Innovation & Business Transformational Steinbeis?

- Master emerging technologies and agile business models.
- Lead digital transformation initiatives across industries.
- Equip yourself with entrepreneurial thinking and strategy execution skills.
- Graduate ready to shape the future of digital organizations.





Who this program is for?

deal for ambitious changemakers, entrepreneurs, and tech-focused leaders eager to impact the future of business.



Innovation Managers

Strategic thinkers eager to lead transformation and adapt future-ready models.



Business Intelligence Analysts

Data-savvy minds driving insights and strategic value.



Entrepreneurial Consultants

Those launching or scaling digital ventures with impact.

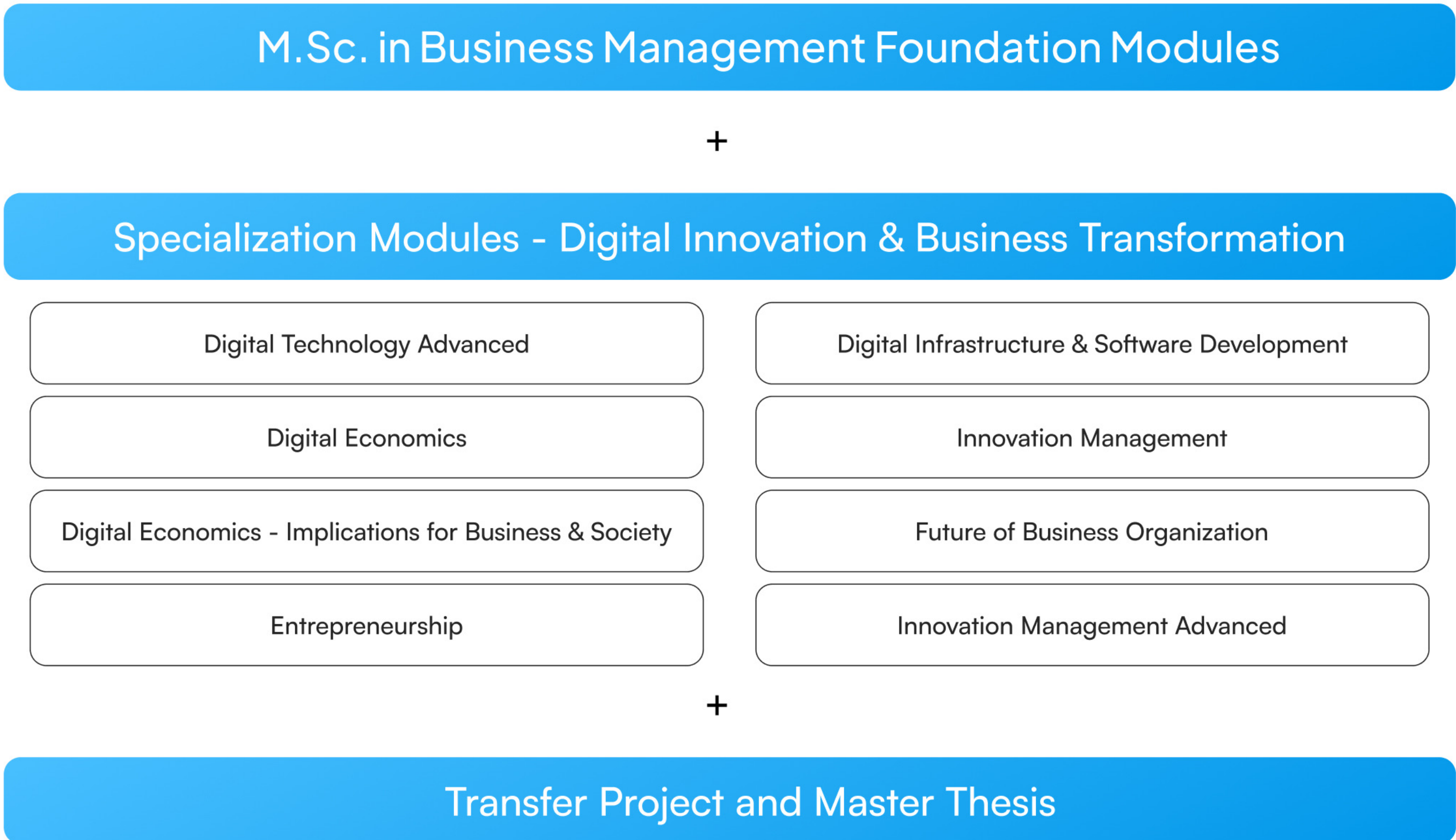


IT Project Managers & Digital Leaders

Tech-minded professionals leading change in agile environments.

What You'll Learn – Curriculum Overview

Master AI Technologies, Business Models & Data Strategy



Career Prospects

List of job roles

★ DIGITAL TRANSFORMATION MANAGER

★ INNOVATION MANAGER

★ PRODUCT MANAGER






★ BUSINESS ANALYST

★ DIGITAL STRATEGY CONSULTANT

★ ENTREPRENEUR / STARTUP FOUNDER

★ DIGITAL MARKETING MANAGER

Admission Requirements

- **Educational Background**
A bachelor’s degree or equivalent
- **Language requirements :**
English proficiency demonstrated by one of the following: IELTS: 6.0, PTE: 56, TOEFL: 80, Duolingo: 100, Cambridge Advanced or Proficiency
- **WORK EXPERIENCE**
None required
- **DOCUMENTS**
An updated CV, An official copy of your university certificate, An academic transcript
- **Specialized or Additional Requirements**
Depending on the student’s area of study during your Bachelor, Pre-Master preparation modules may be required

Tuition Fees

Per Semester	Per Year	Total Payment
EUR 3,749.75	EUR 7,499.50	EUR 14,999.00

*Excl. €250 matriculation + €250 exam fee

For Program Information visit our website



www.steinbeis-next.de

Contact us for application assistance



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