STEINBEIS UNIVERSITY
Schools of Next Practices

MSc | TRANSNATIONAL

Management & Innovation

Program Overview

M.Sc. in Business Management — Data Analytics &
Artificial Intelligence

- 📅 **2 Years**
  (1 year online, 1 year on-campus)
- 📍 **Transnational**
- 📅 **Jan,Mar,May,Jul,Sept,Nov**
- 🌐 **English**
- ↗ **120 ECTS**

Why Study Management &Innovation at Steinbeis?

- Gain the skills to combine strategic management with innovative thinking—essential for driving transformation in fast-changing industries.
- Open doors to diverse roles such as innovation manager, product strategist, or business consultant across sectors like tech, healthcare, and finance.
- Develop tools to manage organizational change, foster a culture of innovation, and lead interdisciplinary teams effectively.
- Equip yourself with insights into emerging technologies, sustainable business models, and agile methodologies shaping tomorrow's business landscape.

Who this program is for?

This program is designed for future-ready minds aiming to lead transformation in business ecosystems.

Innovators & Entrepreneurs

Those who seek to challenge norms and create market disruptions.

Strategic Problem Solvers

Analytical thinkers eager to turn insights into s trategic action.

Global-Minded Managers

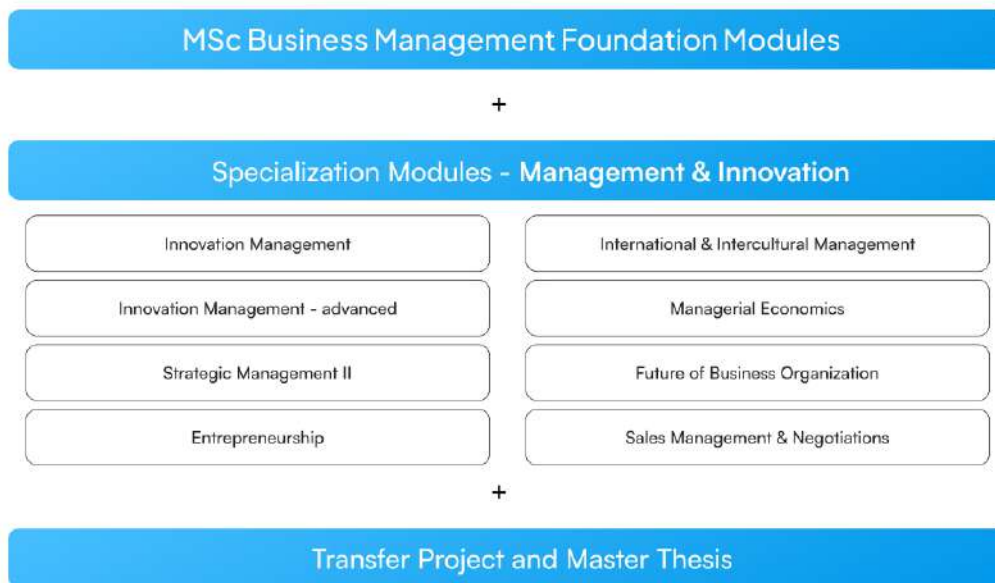Aspiring leaders with an interest in multicultural, international business.

Agile Change Agents

Professionals who thrive in transformation and growth settings.

STEINBEIS UNIVERSITY
Schools of Next Practices

What You'll Learn – Curriculum Overview

Master AI Technologies, Business Models & Data Strategy

MSc Business Management Foundation Modules

+

Specialization Modules - Management & Innovation

Innovation Management	International & Intercultural Management
Innovation Management - advanced	Managerial Economics
Strategic Management II	Future of Business Organization
Entrepreneurship	Sales Management & Negotiations

+

Transfer Project and Master Thesis

Career Prospects

List of job roles

⭐ **PRODUCT MANAGER**

⭐ **STRATEGY CONSULTANT**

⭐ **ENTREPRENEUR/STARTUP FOUNDER**

⭐ **DIGITAL TRANSFORMATION MANAGER**

⭐ **BUSINESS DEVELOPMENT MANAGER**

⭐ **CORPORATE STRATEGY MANAGER**

⭐ **INNOVATION CONSULTANT**

⭐ **DATA ANALYTICS MANAGER**

S STEINBEIS UNIVERSITY
Schools of Next Practices

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

STEINBEIS UNIVERSITY
Schools of Next Practices

For Program Information visit our website

🌐 www.steinbeis-next.de

Contact us for application assistance

✉ studentadvisory@steinbeis-next.de