

# Master in Digital Business Management M.Sc. - Hof University — Hof University

Source: <https://www.hof-university.com/studying-at-hof-university/our-degree-programs/digital-business-management-msc.html>

You will gain the necessary process, management and IT know-how as well as the technical and methodological skills to successfully develop digital value creation processes and business models for practice.

In our new Master's program in Digital Business Management, you will be optimally prepared for challenging specialist and leadership tasks at the interface of management of digitalization.

As a Master of Science, you will also be able to do challenging scientific work after completing your studies, and could continue your academic career with a doctorate.

Semester 1 and 2

Summer Semester

Data literacy, analysis and technologies

Digital Strategy (E)

Transformation & Leadership (E)

Digital Supply Chain Management & Production (E)

Digital Business Practice Project

Winter semester

Applied Agile Project Management

Digital Marketing & Digital Commerce (E)

Intensive course Innovative Business Models

Business Process Management in Digital Business

Applied Research Digitalization and IT Technologies

3rd semester

Research Methodologies in Digital Business Management

Preparation of a Master Thesis

The possible career paths for graduates of the Digital Business Management program are diverse:

Chief Digital Officer (CDO)

Digital Transformation Project Manager

Digital Business Developer

Digital consultant in multinational corporations or public organizations

A university degree with an overall grade of 2.5 or better and at least 210 credits (bachelor's or diploma degree) from a German university or an equivalent degree from a foreign university.

In case of an overall examination grade worse than 2.5, applicants can be admitted if they belong to the best 50% of their study program at their university.

Proof of sufficient basic knowledge in economics and information technology, corresponding in content to the following modules in the Bachelor's degree program in Business Administration at Hof University of Applied Sciences: Introduction to Business Administration Business Process Management IT Management

Introduction to Business Administration

Business Process Management

IT Management

Applicants with a lack of basic knowledge as well as applicants with a first professional degree of 180 credits can be admitted if they undergo a post-qualification.

The interlinking of study and practice plays an essential role in the Digital Business Management program. Our professors and lecturers are closely networked with companies from a wide range of industries, e.g.

Automobile and automotive industry

Textile and apparel industry

Management consultancies

We are particularly keen to promote the exchange of ideas and knowledge transfer between university and practice in order to meet current practical challenges such as Industry 4.0, agility and digitalization.

Summer semester: November 15 - January 15

Winter semester: May 01 - July 15

Info and services

Timetable

Here you find your timetable.

The campus is the management and administrative center of the university. Here you will find the university library, high-tech laboratories and university sports facilities.

More about Campus Hof

Head of Program

Student Counseling

Student Affairs - Program Manager

Prof. Dr. Günter Hilmer

Thursday: 13:00 - 14:00

Doreen Rustler

Heike Meyer