

DIGITAL TRANSFORMATION MANAGEMENT

Master of Arts



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STUDY CONTENT

Digitisation represents a historical turning point for the economy: Products and processes in companies change radically – or are completely replaced by alternatives. This creates an enormous demand on the part of the organisation for specialists with a deep understanding of the technological and economic interrelations of digitisation.

The master's degree programme "Digital Transformation Management" provides comprehensive knowledge of business and process management as well as IT. This interdisciplinary competence profile enables you to identify the opportunities and challenges of digital change and to design digital change processes in companies in a future-oriented manner.

In addition to technical and methodological knowledge, in four semesters, you will acquire in-depth language skills in Business English as well as soft skills in the areas of social-, leadership- and project management, which are important for successfully managing digital transformations in international companies or large corporations.

Graduates of this study programme work, among others, in the following sectors and departments:

- Software company
- Start-up
- Industrial groups
- Consulting
- Energy sector
- Trade
- Innovation management
- Strategic management

AT A GLANCE

START OF STUDIES

Fall (August)
Spring (January)

LECTURE LANGUAGE

English

DURATION

4 semesters incl. master's thesis

STUDY LOCATION

Cologne, Mainz & Potsdam

STUDY FORM

Full-time (120 ECTS)

ELECTIVE COURSES

In the 2nd & 3rd semester

INTERNSHIP

Minimum 8 weeks (obligatory)

SEMESTER ABROAD

In the 4th semester (optional)

BUSINESS PROJECT

In the 2nd semester

FOREIGN LANGUAGE COURSES

From 1st – 3rd semester

SOFT SKILLS

From 1st – 3rd semester

Also available as an extra occupational programme. For more information see our part time brochure.

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Study plan

1. SEMESTER

Business Economics	Module 1	3 ECTS
Empirical Research Methods	Module 1	3 ECTS
Strategic Analysis & Management	Module 2	3 ECTS
Innovation Management & Digital Transformation	Module 2	3 ECTS
Corporate Social Responsibility	Module 3	3 ECTS
Corporate Governance	Module 3	3 ECTS
Digital Organization	Module 4	3 ECTS
Digital Business Systems	Module 4	3 ECTS
Advanced Intercultural Team Leadership	Module 12	2 ECTS
Assessment Center Bootcamp	Module 15	2 ECTS
Language & Communication Skills I ¹	Module 18	2 ECTS

2. SEMESTER

International Economics	Module 5	3 ECTS
Applied Management Accounting	Module 5	3 ECTS
Business Elective ³	Module 6	3 ECTS
Interdisciplinary Elective ⁴	Module 6	3 ECTS
Digital Strategizing	Module 7	3 ECTS
Digital Business Models	Module 7	3 ECTS
Business Project	Module 8	6 ECTS
International Project Management	Module 13	2 ECTS
Event Management Seminar (Ted Talk Seminar)	Module 16	2 ECTS
Language & Communication Skills II ¹	Module 19	2 ECTS

3. SEMESTER

Value Based Management	Module 9	3 ECTS
Sustainable Supply Chain Management	Module 9	3 ECTS
Business Elective ³	Module 10	3 ECTS
Interdisciplinary Elective ⁴	Module 10	3 ECTS
Global Finance Management	Module 11	3 ECTS
Business Simulation Game	Module 11	3 ECTS
Skills Elective ²	Module 14	2 ECTS
Advanced Digital Marketing Techniques & Tools	Module 17	2 ECTS
Language & Communication Skills III ¹	Module 20	2 ECTS
Master Thesis Tutorial	Module 19	2 ECTS
Internship ⁵ (at least 8 weeks)		10 ECTS

4. SEMESTER

Master Thesis	24 ECTS
Master Thesis Tutorial	2 ECTS
Internship ⁵ (at least 8 weeks)	10 ECTS

- General economic science teaching content
- Interdisciplinary competences
- Programme-specific teaching content
- Elective range

Each course usually comprises two hours per week during the semester.

- 1 For non-native German speakers a choice between English taught Advanced Critical Thinking & Writing Skills course and German is offered.
- 2 In courses such as “Advanced Intercultural Team Leadership” or “International Project Management” your social and leadership skills are trained. In addition to various compulsory courses, there are optional subjects where you can choose which of your competences should be particularly strengthened.
- 3 In these business elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as “Pricing”, “Branding”, “Leadership”, “Entrepreneurship”, “International Investment”, “Risk Management” or “Portfolio Management”.

4 In these Interdisciplinary Electives you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as “Big Data and Cloud Management”, International Law”, “International Competitiveness”, “E-Commerce”, “Special Issues in Globalization”, “Global & Industrial Corporate Responsibility”, “Public Relations”, “Video Marketing”, “Online Aesthetics”, “Tourism Consulting” or “Business Travel”.

5 During the semester break you will complete an internship of at least eight weeks at home or abroad