



# Digital M.Sc. & Study Program of the Digital Business School at the HfWU in Germany



Prof. Dr. Stefan Detscher – Digital Business School @ HfWU

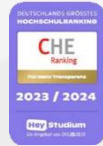
# About Us

## Nürtingen-Geislingen University of Applied Sciences (HfWU)

- System-accredited state university with top rankings from WirtschaftsWoche and by CHE/ Die ZEIT in Germany
- Strong position in practice-oriented teaching and applied research with >30 full-time + >20 part-time bachelor's and master's degree courses/programs

## Digital Business School at HfWU

- Experienced faculty of >10 professors and >30 expert lecturers from leading enterprises, agencies and consultancies
- Strong global organization team & own digital learning platform
- Highest ratings on evaluation portals



## HfWU Academy

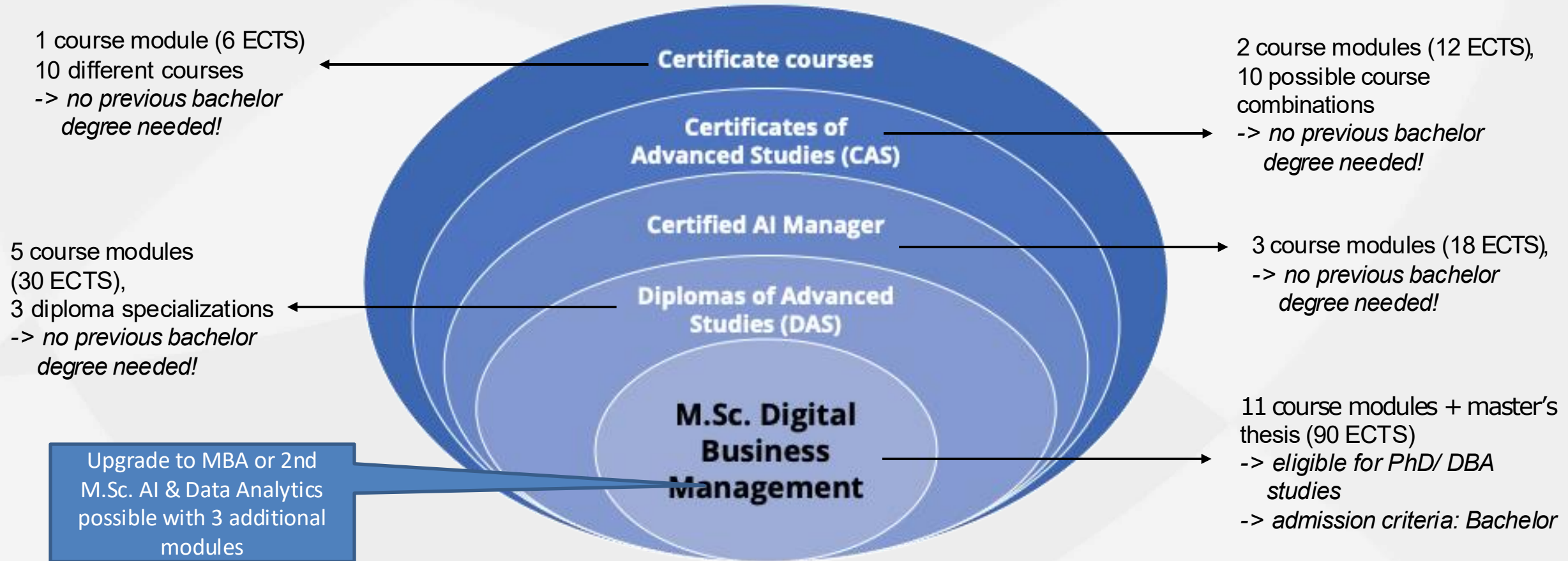
- Central competence center of the HfWU for continuing education and further education programs
- Several thousand participants and graduates for >20 years

## Director Digital Business School: Prof. Dr. Stefan Detscher



- Executive director of the Digital Business Institute and director Digital Business School at HfWU
- Professor in the business administration faculty at the HfWU
- Founder/ member of the management board of/ in several (Global) tech start-ups/ companies
- Investor & advisory board in global tech start-ups, among others tado°
- Formerly internat. mgmt. consultant at Kearney & Roland Berger

# Digital M.Sc. & Study Programs @ HfWU



# Our Curriculum

Upgrade to MBA possible with two additional modules

Competence Areas	Course Modules (10 x 6 ECTS)	
Digital Business	Digital Business Innovation	Digital Business Planning, Steering & Valuation
AI & Analytics	AI based Customer Experience Management	Machine Learning & Big Data Analytics
Web3 & Immersive Web	Blockchain Technology & Web3 based Business Models	Immersive Web & 3D-Technologies
Digital Leadership & Transformation	Digital Leadership	Digital Transformation
Digital Marketing & Sales	Digital Marketing	Digital Sales & E-Commerce
Digital Research	Master Thesis & Seminar (24 ECTS + 6 ECTS)	
Degree: <b>Master of Science Digital Business Management</b> (90 ECTS)		

Module Handbook: <https://acrobat.adobe.com/link/review?uri=urn:aaid:scds:US:6fa032f6-511a-3fb8-828d-7315e65bb48a>

# Diploma of Advanced Studies (DAS)

Target Group	Innovation Management. Digital Strategy, Transformation	R&D, IT (Project) Management, Technology Management	Online Marketing, Web & Content Creation, E-Commerce
	↓	↓	↓
DAS	Digital Business Leadership	Digital Technology Mgmt.	AI & Web3 based Customer Experience Mgmt.
Diploma of Advanced Studies (DAS) <small>(5 courses each, usually over 3 semesters, 30 ECTS; enrollment in one foreign module possible)</small>	Digital Business Innovation		
	Digital Business Planning, Steering & Valuation	Machine Learning & Big Data Analytics	Digital Marketing
	Digital Transformation	AI Based Customer Experience Management	
	Blockchain Technology & Web3 based Business Models		Digital Sales & E-Commerce
	Digital Leadership	Immersive Web & 3D-Technologies	
	Completion of further 6 course modules + preparation of a Master's thesis as a combined degree program leads to the		
M.Sc.	Digital Business Management		



# Certificate of Advanced Studies (CAS)

Target Group	(Digital)Strategy/ (Digital)Consultant	Digitalisation Technology interested professionals from various specialist areas	Product-Strategy, Mgmt. & - Marketing/ Innovations-Mgmt./	Sales/ Channel Mgmt./ CRM/ Customer Service/ Cust. Exp. Mgmt.	Digital Marketing/ Brand Mgmt./ Commun., E-Commerce, Online Marketing Agencies
	↓	↓	↓	↓	↓
<b>Certificate of Advanced Studies (CAS)</b> (2 courses each, usually over 1-3 semesters, 12 ECTS, 1 freely selected course possible)	<b>Digital Strategy &amp; Leadership</b> Digital Transformation Digital Leadership	<b>Web3 Based Digital Mgmt.</b> Blockchain Technology & Web3 based Business Models Immersive Web & 3D-Technologies	<b>AI &amp; Immersive Web based Experience Mgmt.</b> AI Based Customer Experience Mgmt. Immersive Web & 3D-Technologies	<b>Dig. Customer &amp; Sales Strategy</b> AI Based Customer Experience Mgmt. Digital Sales & E-Commerce	<b>Immersive Digital Marketing</b> Digital Marketing Immersive Web & 3D-Technologies
	<b>Digital Business Innovation &amp; Planning</b> Digital Business Innovation Digital Business Planning, Steering & Valuation	<b>AI Based Digital Management</b> Machine Learning & Big Data Analytics AI Based Customer Experience Mgmt.	<b>Digital Marketing &amp; Cust. Mgmt.</b> Digital Marketing AI Based Customer Experience Mgmt.	<b>Immersive Digital Sales Mgmt.</b> Digital Sales & E-Commerce Immersive Web & 3D-Technologies	<b>Digital Marketing &amp; Sales Strategy</b> Digital Marketing Digital Sales & E-Commerce
	Completion of further 3 course modules leads to the				
	<b>Digital Business Leadership</b>	<b>Digital Technology Mgmt.</b>	<b>AI &amp; Web 3 based Customer Experience Mgmt.</b>		

# Competence Area: Digital Business

## Digital Business Innovation



### Learning Objectives/ Content:

- Management of disruptive events and developments
- Lean Start-Up Approach and Business Model Canvas to understand, analyze and build digital business models.
- Value and growth drivers for digital business models
- Application of AI based innovation simulation software



### **Dr. Martin Handschuh:**

- Founder and managing director of eco2nomy GmbH
- Founder/ venture partner e.venture consulting & VC-Investor
- Long-time A.T. Kearney Partner and head of the global A.T. Kearney B2B Sales Competence Center
- Expert for strategy, growth, digital sales & marketing
- Postdoc at Harvard University



### **Melanie Stütz:**

- CEO von IDEASCANNER | Think smarter with AI
- Top 50 thought leaders in AI & business models
- European climate pact ambassador for Germany
- Advisory board member & expert in digital business innovation with AI



## Digital Business Planning, Steering & Valuation



### Learning Objectives/ Content:

- Business planning for digital business models
- Performance management for digital business models
- Venture Valuation
- Evaluation of digital business models according to common evaluation methods



### **Oliver Würtenberger:**

- Multiple positions as interim CFO at digital/start-up companies, including tado° GmbH and merolt GmbH
- Many years of experience in investment banking (e.g. at Morgan Stanley) and in private equity & venture/growth capital (e.g. at H.I.G. Capital)



### **Marc Flammer:**

- Commercial Manager at econtech GmbH
- Co-Owner NETZhelfer GmbH
- Extensive leadership experience in corporate, mid-market and start-up environments
- Expert for digitalization & supply chain management (esp. RFID & blockchain)

# Competence Area: AI & Analytics

## AI Based Customer Experience Management



### Learning Objectives/ Content:

- Digital customer touchpoints with AI/ chatbots
- Development of a customer experience concept
- Configuration of a chatbot/ avatar
- Large Language Models/ ChatGPT
- Robotic process automation in marketing and sales



### **Julia Lehmann:**

- Founder & managing director of OnFore
- Expert for digital innovations/ solutions
- Advisor for customer experience, digital analytics/ marketing and applications of AI in business.
- Board of directors innovatorspace Munich & collaboration in BMF-project ABIDA



### **Malte Horstmann:**

- Co-Founder & Managing Partner OMM Solutions GmbH
- Industry 4.0 Scout of the VDMA and the state of Baden Württemberg
- Focus: digital transformation from planning to implementation



## Machine Learning & Big Data Analytics



### Lernziele/ -inhalte:

- Machine learning
- Forecasting
- Big data analytics (text mining, image mining)
- Predictive analytics
- CRM analytics



### **Prof. Dr. Sebastian Moll:**

- Professor for quantitative methods in business administration
- Head of analytics at Dymatrix
- Expert for data science and market analytics
- Many years of consulting experience in the field of CRM and marketing analytics



### **Dr. Stefanie Seifert:**

- Head of analytics at DYMATRIX
- Consulting expert for data science & customer intelligence
- Extensive consulting experience in marketing automation and data-driven marketing





# Competence Area: Web3 & Immersive Web

## Blockchain Technology & Web3 based Business Models



### Learning Objectives/ Content:

- Digital networking/ machine learning
- Internet of Things (IoT)
- AR/VR/MR
- Artificial Intelligence (AI)
- Blockchain (technical basics and use cases)
- Web3 based business models



### Philipp Riedlinger:

- Senior Consultant at GFT Technologies SE
- IT business analyst
- Blockchain expert
- Researcher Web3 Business models
- M.Sc. in technical cybernetics



## Immersive Web & 3D-Technologies



### Lernziele/ -inhalte:

- Basic understanding of 3D modeling and real-time 3D
- Development of interactive experience on the web
- Understanding the importance of immersive web experience and interactivity / immersiveness for the user experience



### Philipp Roth:

- Team leader innovation at Kaufland
- Team lead concept & design (UI-/UX-design, creative concept, creative production)
- Studied psychology and computer science (human-computer interaction)
- Expert in innovative technologies, user experience and digital transformation



# Competence Area: Digital Leadership & Transformation

## Digital Leadership



### Learning Objectives/ Content:

- Agile management & leadership
- Agile (project) management
- New work management approaches
- Use of AI based agile leadership simulation game Leaderfy



### Manuel Pflumm:

- Assistant Professor at the HHN
- Founder and managing director of talentturbine GmbH
- Co-founder and managing director of the ed-tech startup Leaderfy GmbH
- Former managing director in the Indian Tata Group
- Expert in leadership & talent development, as well as agile organizational development



## Digital Transformation



### Learning Objectives/ Content:

- Multi-level digital business model transformation
- Participatory transformation
- Change management/ intrapreneurship
- Implementation example of a team transformation and its effects



### Prof. Dr. Michael Hepp:

- Professor at the HFU
- Former vice president Digital Business & Transformation, CIO and member of the executive management team at Walter AG
- Many years of experience in the field of digitization,
- Business innovation and M&A e.g. at Festo and Rolls Royce Power Systems



### Prof. Dr. Stefan Remhof:

- Professor at the IU (Munich location)
- Guest lecturer at the Frankfurt School of Finance & Management
- Co-Founder and CEO of the EdTech company EDNEO AG
- Managing partner of the HR company People Mobility Alliance
- Angel investor in several HR tech start-ups



# Competence Area: Digital Marketing & Sales

## Digital Marketing



### Learning Objectives/ Content:

- Digital (international) marketing strategies & growth hacking
- Digital (global) brand building & management
- Online channel mix strategies, (global) campaign planning and simulation
- Digital B2C and B2B Brand Marketing
- Development of global brand rollout concept and global campaign planning



### Prof. Dr. Stefan Detscher:

- Professor for digital marketing
- Managing director Digital Business Institute at HfWU
- Managing director of the online marketing service provider RegioHelden GmbH in Stuttgart for many years
- Online Marketing & Growth Hacking Expert



### Anita Brenner:

- Lead global online marketing Bosch Power Tools, business unit outdoor & garden
- Head of brandmanagement
- Head of product group DIY 'Cutting'
- Expert for brand, user communication, global campaign management online / offline, UX and product management



## Digital Sales & E-Commerce



### Learning Objectives/ Content:

- Digital solution, service & platform sales
- Multi-channel management
- E-commerce / e-business



### Prof. Dr. Dirk Funck:

- Professor of trade and cooperation management
- Expert for multi-channel commerce & online marketplaces
- Chairman of the advisory board of the Rid Foundation for Bavarian Retail, Munich



### Sonja Mechling:

- Formerly CEO Kaiser & Kraft, President Industrial & Packaging TAKKT AG
- Many years of experience in global sales & marketing functions at Schindler AG, Bosch and Heidelberger Druck, among others Founding and managing corporate start-ups such as Bosch Smart Home and Heidelberg Digital Unit
- Expert for digital transformation, customer journey, (digital) sales & marketing

# Degree “Certified AI Manager”

## AI Application Workshop

In this course, an AI/advanced analytics-based solution is developed for a problem from the working environment and ideally implemented as a prototype.

### Qualification goals of the course:

- Recognize potential for AI applications in your own data sets and processes
- Draw up an implementation plan for AI applications
- Understand the ecosystem for AI applications
- Transfer knowledge from keynote speeches and other events into practical implementation

### Dates:

- Tuesday, October 14, 2025, 6:00 PM – 8:00 PM (CEST), online
- Saturday, November 15, 2025, 8:30 AM – 1:30 PM (CET), online
- Tuesday, November 25, 2025, 6:00 PM – 8:00 PM (CET), online
- Tuesday, December 9, 2025, 6:00 PM – 8:00 PM (CET), online

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## Two further courses with a strong AI focus from the curriculum

The following courses with high AI relevance are available:

- Digital Business Innovation
- AI based Customer Experience Management
- Machine Learning & Big Data Analytics
- Blockchain Technology & Web3 based Business Models
- Seminar (Digital) Research Methods

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## Certified AI Manager



- 3 Courses/ 18 ECTS
- 1-2 Semester Duration (flexibly customizable)
- Development of specialist knowledge according to Art. 4 KI-VO
- Separate assignment as further education (3.650 EUR + 100 EUR examination fee) or as part of the M.Sc. (1.450 EUR as an additional module/qualification)

More information can be found [here](#).

# Possible optional study abroad program

Usable for  
upgrade to MBA

**Studying abroad is optional:** courses taken at foreign universities (e.g. as part of a two-week summer program) are credited according to the ECTS system and then no longer need to be attended at our university.

Other study abroad programs can be sent to us to be checked for credit transfer. Programs that have already been checked for credit transfer are:

## Universitat Central de Catalunya in Barcelona



- English-language, two-week program "[Marketing & Business 4.0](#)" in the first half of July: creditable "Machine Learning & Big Data Analytics" or "Advanced & Programmatic Digital Marketing"
- Highly experienced lecturers from the field
- Case studies, project work and company visits, cultural program in BarcelonaPartner university of the HfWU

## Aydin University in Istanbul



- English-language, two-week "[Integrated Marketing Communications](#)" program in the second half of July: creditable for "Digital Marketing Strategy, Branding & Campaign Management" or "Advanced & Programmatic Digital Marketing"
- "Highly experienced lecturers from the field"
- Case studies, project work and company visits, cultural supporting program
- Partner university of the HfWU

## Copenhagen Business School in Copenhagen



- English-language three-week program at the renowned and top-ranked Copenhagen Business School, which has EQUIS, AACSB and AMBA accreditation as well as university status
- "[Social Entrepreneurship and Business Model Innovation](#)" can be credited towards "Digital Entrepreneurship & Value Based Start-up Development"

## Business School IÉSEG in Paris



- English-language pre-examined programs at the renowned French business school
- "[Entrepreneurship & Innovation](#)" creditable for "Digital Entrepreneurship & Value Based Start-Up Development"
- "[Digital Marketing](#)" creditable for "Digital Marketing Strategy, Branding & Campaign Management"

## Vives University of Applied Sciences in Bruges, Belgium



- English-language, two-week program "[Innovative Entrepreneurship](#)" creditable for "Digital Entrepreneurship & Value Based Start-up Development"
- Focus on AI

## EM Normandie Business School in Caen, France



- English-language two-week program "[Introduction to Data Analysis Using Python and ChatGPT](#)" at the end of June/beginning of July.
- Creditable for "Machine Learning & Big Data Analytics" or "Data Management & Visual Analytics"
- Application-oriented examination and open book questions

## Aalto University in Helsinki



- English-language two-week "[Digital Business](#)" program in the first half of August creditable for "Digital Leadership & Agile Management"
- Project challenge with intensive coaching
- ExcursionsCultural supporting program



# Extra-Curricular Offerings of the Digital Business School

	Support and mentoring in the Digital MBA	
<b>BEFORE</b> Start of study	Information events Individual study counseling Test lectures	
<b>WHEREAS</b> of the study	Professional	Supra-disciplinary
	<ul style="list-style-type: none"> <li>• <b>Digital Management Podcast &amp; Talks:</b> Podcast „Digital Management“ &amp; Lecture/exchange evenings with exciting company representatives, other master students and master alumni: <a href="http://www.digital-management-talks.de">www.digital-management-talks.de</a></li> <li>• <b>Supervision by the lecturers and exchange with other students</b> between the classroom sessions via our e-learning platform</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Seminar (Digital) Research Methods – Prof. Dr. Carsten Herbes:</b> <ul style="list-style-type: none"> <li>– Literature research</li> <li>– Empirical and qualitative research methods</li> <li>– Application of theories in the different fields of digital business management</li> </ul> </li> <li>• <b>Office hours/consultation opportunity:</b> with the study program coordination/management, e.g. concerning professional development</li> </ul>
<b>AFTER</b> Degree	Alumni Initiative & Network	



# Frame Conditions of the Study Program

- **Lecture periods** are usually from the **end of March** to **mid-July** and from the **end of September/ beginning of October** to the beginning of **February** (with a break over whitsun + christmas as well as on bridge days)
- Each course module comprises **synchronous live video course sessions** on **two Friday afternoons/evenings (4:15pm - 8:15pm CE(S)T)** and **two Saturdays (8:30am - 3:30pm CE(S)T)** supplemented by case study processing and self-study via our e-learning platform. Please be aware that the times shown are **Central European (Summer) Time (CE(S)T)**
- The nature of the program is **primarily online**. The lectures and examinations take place online. Few courses take place in parallel in a hybrid mode (together with our MBA courses), so that students, who live in/close to our university location (near Stuttgart/ Germany) can also join from time to time in person (if they wish). This part-time program does **not qualify** for a **visa in Germany**
- **Early registration pays off**: of the total 20 Master student places per semester, 15 are allocated on a first-come-first-served basis, with the other 5 allocated at the application deadline based on final bachelor's degree grade and relevance of work experience.



# Possible Degrees & Tuition/Fees

## Master of Science (M.Sc.)

- 10 modules (10x 6 ECTS = 60 ECTS)  
+ project-based master thesis and research seminar (30 ECTS) for M.Sc. (90 ECTS)
- **Duration: 4 semesters**  
(extendable up to 7 semesters)
- **Admission requirement:**  
Bachelor (180 ECTS) and at least 6 months of practical experience
- **Fees:**  
EUR 3.200 per semester (4 sem.) or EUR 535 per month (24 mon.) + one-time EUR 200 examination fee + EUR 50 processing fee (total: EUR 13.050)
- **Scholarship:**  
Each semester, up to three partial scholarships are awarded. A scholarship of **EUR 1,000** is possible for the M.Sc. program

## Certificate of Advanced Studies (CAS)

- Certificate of advanced studies (CAS) upon completion of 2 modules in a subarea
- **9 specializations** of the certificate of advanced studies with duration **1-3 sem.**
- **Fees:** 2x EUR 1.100 and one-time EUR 100 examination fee (total: EUR 2.300)

## Certified AI Manager

- With the successful completion of the course '[AI Application Workshop](#)' and **two other courses with a strong AI connection**
- **Fees:** EUR 1.450 (AI Application Workshop) + EUR 1.100 twice (of the two other AI-related courses) + EUR 100 one-off examination fee

## Diploma of Advanced Studies (DAS)

- Diploma of Advanced Studies (DAS) upon completion of 5 modules in one subfield
- **3 specializations** of the diploma of advanced studies with duration **3 sem. / 1.5 years**
- **Fees:** 2x EUR 2.140 + 1x EUR 1.070 and one-time EUR 200 examination fee (total: 5.550€)

## Certificate

- Participation in and completion of individual course modules
- Cumulating the modules to MBA or diploma possible if exam is passed
- Alternatively certificate of attendance without exam/(s fee) possible
- **Duration: 1 semester**
- **Fees:**  
**EUR 1.150** + EUR 100 examination fee

## Upgrade to MBA

- MBA degree by taking 3 additional course modules **or** by taking 2 additional course modules at HfWU + a Summer School program (page 14)
- **Fee:** EUR 3,250 + EUR 200 examination fee **or** EUR 2,250 + EUR 200 examination fee + Summer School program costs

Participation & examination fees are tax-deductible in many countries or can be (partially) reimbursed/ payed directly by the employer

# Overview Start Dates and Registration Deadlines Next Semesters

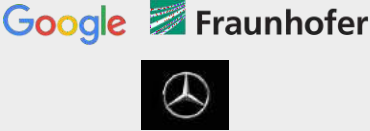




One-month  
trial study program

Course/ Program	Start date	Registration deadline
Winter semester 2025/26		
Master of Science Digital Business Management (M.Sc.)	10. October 2025	31.08.2025, registration at <a href="http://www.hfwu.com/dbx">www.hfwu.com/dbx</a>
Diploma of Advanced Studies (3 specializations)	September to mid-November 2025	Two weeks before the start of each course -> individual start dates per course see under: <a href="http://www.hfwu.com/dbx">www.hfwu.com/dbx</a>
Certified AI Manager / Certificate of Advanced Studies (10 specializations)		
Course modules of the M.Sc. as certificate courses		
Summer semester 2026		
Master of Science Digital Business Management (M.Sc.)	March 2026	28.02.26, registration at <a href="http://www.hfwu.com/dbx">www.hfwu.com/dbx</a>
Diploma of Advanced Studies (3 specializations)	March to April 2026	Two weeks before the start of each course -> individual start dates per course see under: <a href="http://www.hfwu.com/dbx">www.hfwu.com/dbx</a>
Certified AI Manager / Certificate of Advanced Studies (10 specializations)		
Course modules of the M.Sc. as certificate courses		

When applying with a **Bachelor's degree from a foreign / non-German university**, the **recognition procedure** of the Studienkolleg Konstanz, which is standardized for Baden-Württemberg, must first be **completed**:

<https://www.htwg-konstanz.de/en/academics/center-for-international-students-konstanz/recognition-of-certificates/procedure>

# USPs of the Digital Business School at HfWU Germany

1. System-accredited state-run Nürtingen-Geislingen University of Applied Sciences with top rankings from WirtschaftsWoche and from CHE/ Die ZEIT
2. Innovative topic areas such as artificial intelligence, machine learning, blockchain, cybersecurity, internet of things and industry 4.0/5.0, as well as lean startup approach and growth hacking  
-> Offer of an [AI Application Seminar](#)
3. Highly qualified faculty with >10 professors and >30 lecturers from the field at the level of (former) business managers/board members, division managers, senior advisors & entrepreneurs; Lecturers from, among others:  

4. Unique strongly application-oriented part-time study program with a strong research background through the [Digital Business Institute](#) and numerous publications  

5. Effective blended learning approach with class room sessions and e-learning phases  

6. Focus on project-based student research and master thesis for highest possible practical relevance (incl. research seminar)
7. Completely modular structure from individual certificate to diploma of advanced studies to M.Sc. incl. doctoral authorisation/possibility of a doctorate
8. Possible participation in renowned International Summer Schools  

9. Career entry into a (partner) company parallel to studies  

10. Personal competence development program + life-long learning between participants, alumni and lecturers



# Contact

## Study Program Director



### Prof. Dr. Stefan Detscher

- Executive director Digital Business School & Institute
- Scientific director digital MBA & study programs
- Professor in the study program business administration

Tel.: +49 7022 / 201-1056

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University of Economics and Environment  
Nürtingen-Geislingen

Faculty of Business Administration and International Finance

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Sigmaringer Str. 25

D-72622 Nürtingen  
Germany



## Student Advisors



### Yannik Roos

- Student advisor Digital Business School
- Digital marketing & business development manager at the Digital Business Institute

Tel.: +49 152 / 59751691

[yannik.roos@hfwu-dbs.de](mailto:yannik.roos@hfwu-dbs.de)

Book an appointment:  
<https://calendly.com/dbs-yannik-roos>

[www.hfwu.com/dbx](http://www.hfwu.com/dbx)



### Florian Setka

- Student advisor Digital Business School
- Digital marketing & business development manager at the Digital Business Institute

Tel.: +49 151 / 22238252

[florian.setka@hfwu-dbs.de](mailto:florian.setka@hfwu-dbs.de)

Book an appointment:  
<https://calendly.com/dbs-florian-setka>

[www.hfwu.com/dbx](http://www.hfwu.com/dbx)

## Application & Admission



### Susanne Liemer

- Seminar manager
- Employee of the HfWU Academy

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[susanne.liemer@hfwu.de](mailto:susanne.liemer@hfwu.de)

HfWU Academy

University of Economics and Environment

Nürtingen-Geislingen Neckarsteige

6-10

D-76222 Nürtingen Germany



# Thank you for your attention!



# Your questions?



# Appendix

Further information on the  
Digital M.Sc. & study program



# Upgrade to MBA

Potential upgrade possible to:  
**M.Sc. AI & Data Science** (from SoSe 26)

Core modules (for all subject areas, 42 ECTS)				
Digital Business Model Innovation			AI Application Workshop	
Digital Technology & Law			AI & Immersive Web Based Customer Experience Management	
Digital Transformation & Sustainable Change Mgmt.			Design Thinking & User Experience Management	
Digital Entrepreneurship & Value Based Start-Up Development				
Specialization modules (per specialization, 30 ECTS)				
Principles of Sustainability Management	Digital Sales & E-Commerce	Digitalization of Industrial Value Chains & Innovation Management	Data Management & Visual Analytics	Digital Marketing Strategy, Branding & Campaign Mgmt.
Innovation & Entrepreneurship for Sustainability Mgmt.	Data-based B2B Business Models & Platforms		Web & People Analytics	Search Engine/ Performance Marketing & Web Analytics
Sustainability Marketing	Digital Business Planning, Steering & Valuation			Advanced & Programmatic Digital Marketing
Trend Topics Sustainability Management	Digital HR Management	Digital Controlling & AI Based Process Automation		Social Media, Content & Influencer Marketing
Digital Leadership & Agile Management		Digital Supply Chain Management	Machine Learning & Big Data Analytics	Digital Sales & E-Commerce
4th semester: Project/case study-based Master's thesis (incl. digital research seminar, 18 ECTS)				
MBA Digital & Sustainable Management	MBA Digital Business & Leadership	MBA Digital Operations Management	MBA Digital Management & Analytics	MBA Digital Marketing & Sales
+ 5 modules: e.g. AI Appl. Workshop + Summer School course in Dig. Entrepreneurship + 3 regular MBA courses	+ 3 modules: e.g. AI Appl. Workshop + Summer School course in Dig. Entrepreneurship + 1 regular MBA course	+ 5 modules: e.g. AI Appl. Workshop + Summer School course in Dig. Entrepreneurship + 3 regular MBA courses	+ 4 modules: e.g. AI Appl. Workshop + Summer School course in Dig. Entrepreneurship + 2 regular MBA courses	+ 3 modules: e.g. AI Appl. Workshop + Summer School course in Dig. Entrepreneurship + 1 regular MBA course

Upgrade from M.Sc. to MBA is especially possible to MBA Dig. Bus. & Leadership and MBA Dig. Mark. & Sales with just 3 additional modules  
= EUR 3.250 + EUR 200 examination fee

= can be credited for M.Sc. modules

# 2nd M.Sc. Degree: M.Sc. AI & Data Science

Competence Areas	Course Modules (10 x 6 ECTS)	
AI & Digital Technologies	AI/ Digital Technology & Law	AI Application Workshop
AI in Business	AI Based Customer Experience Management	Digital Controlling, Business Analytics & Robotic Process Automation
Data Management & Methods	Data Modeling for AI	Data Management & Visual Analytics
Analytics Application	Machine Learning & Big Data Analytics	Web & People Analytics
Digital Management	Digital Business Management	Digital & AI Based Management
Digital Quantitative Research	Master Thesis & Digital Quantitative Research Seminar (24 ECTS + 6 ECTS)	
Degree: Master of Science Artificial Intelligence & Data Science (90 ECTS)		

2nd M.Sc. degree „M.Sc. AI & Data Science“ with just 3 additional modules  
= EUR 3.250 + EUR 200 examination fee



# Professional Development through our M.Sc. & Study Program

- After completing your diploma or M.Sc., you will be ideally prepared for challenging tasks in interdisciplinary (project) teams.
- You will help shape digital business models, drive digital transformation and will be able to reflect on the limits and possibilities of using technological solutions.
- Within the team, you will represent the business side, but will be able to understand and assess the positions of other departments.



## Typical positions are:

- Manager, consultant or expert in transformation/innovation projects
- Head/ consultant in (specialist) departments for the implementation of digitalization strategies
- Assistant to the board of directors/ management
- Digital product/ process/ project manager
- Online marketing/social media manager
- E-commerce/ CRM expert
- Data analyst
- much more

# Top 5 Reasons for Support of Employers of Part-Time Students

## 1. **What benefits does the Digital Master of Science and study program bring to the company?**

Show how the most important challenges of your company/area can be mastered through the study content of your planned part-time study program with newly acquired knowledge and skills in the areas of digital management. You can apply newly acquired skills and specialist knowledge directly at work for the benefit of the company and even work on "real" problems / projects of the company with expert input from the lecturers as part of your studies, which would otherwise require "expensive" external service providers / new hires.

## 2. **How does the program fit in with the company's requirements for me as an employee?**

The course dates usually take place on Fridays from 4:15 pm and Saturdays – completely online. This means that you can go about your job as usual during the week and are available for appointments. The burden of exams is also spread over the semester / year, as there is no "concentrated" exam period. Explain how you envisage your professional development and how you plan to develop during the course so that you can become a specialist/manager with valuable know-how for the company, especially in the digital sector.

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## 3. What support is already available in the company for part-time study?

Your company may already have a list of programs that colleagues have participated in to further their education in other subject areas. Find out why these providers were chosen and how much financial and time support was provided by the company for the participating employees. Your company may have to make a new decision in favor of the Nürtingen-Geislingen University - you are welcome to contact us if further information is required.

## 4. Why do you want to continue your education at Nürtingen-Geislingen University?

Show your employer that the program you have chosen will bring value to the company, especially through your development. Refer to the USPs of the master of science program of the presentation.

## 5. Who typically makes the decision in the company regarding part-time study?

It is often not just you and your line manager who are part of the decision-making process. Be prepared for the fact that other contacts, such as the HR department, other department heads or even the management, are also involved in the decision-making process and need different information.

# Statements from our Master Students

*"For me, the MBA was an exciting, educational time with absolutely great people and a simply brilliant mix of theory and practice."*



**Anastasia Markemann:**

- Current position: TTS Tooltechnic Systems, Inhouse consultant corporate development, focus marketing & sustainability
- First degree: Media University, bachelor of arts, advertising and market communication

*"How do I position my brand professionally in the digital environment? Which digital marketing tools are important for successfully positioning and expanding my brand online? The certificate course "Digital Marketing Communication" provides a successful mix of theory and practice to answer these questions and gives you the tools you need to apply what you have learned directly in the business environment. The acquired knowledge strengthens my marketing competence in the digital environment - the certificate is a plus in my CV."*



**Katrin Geisthardt:**

- current position: communication and marketing manager in the food industry
- First degree: Diplom Oecotrophologin, University of Applied Science Fulda

*"I particularly appreciated the small study groups in the MBA program. This makes for good exchange and a good flow of information between the students and the lecturers, who are very good in their fields."*



**Markus Bofinger:**

- Current position: Manager at the insurance company Baloise, previously head of corporate communications Kreissparkasse Göppingen
- First degree: University of the Savings Banks Finance Group Bonn

*"Due to the market environment, which is permanently changing due to digitalization, further education in the field of Digital Management & Marketing is highly recommended. The certificate courses are an excellent opportunity for me to contribute my previous experience and at the same time familiarize myself with new areas. In the individual courses, current topics are discussed and future scenarios are presented. I find the exchange with the lecturers and fellow students particularly inspiring - creative approaches and practical experience are at the forefront here."*



**Tiana Kneifel:**

- current position: Marketing manager WMF Group
- Bachelor of science business administration and master of arts fashion retail and luxury management

# System Accreditation & Quality Management

- The **HfWU** has successfully completed the internationally recognized system accreditation by the Accreditation Council and is therefore AQAS certified.
- The **Digital Business Management M.Sc. program** has successfully completed all stages of this quality assurance system in accordance with the relevant specifications and is **accredited** on this basis.
- The program is subject to continuous and systematic **quality monitoring**.
- The **further development** of the program is supported and ensured by an advisory board made up of top-class representatives from academia and practice.
- Complete **evaluation of all courses** and all lecturers by students on the Digital MBA program with consistently very good evaluation averages.





# Advisory Board of the Digital Business School

## Dr. Andreas Albath



Former board member/ CEO telegate Media AG & entrepreneur/ investor

## Ralph Buchen



Alumni MBA dig. mgmt. & marketing & expert B2B marketing & sales in software industry

## Helen Yuanyuan Cao



Academic Faculty – Innovation & Organizational Transformation Luzern University of Applied Science and Arts

## Prof. Dr. Claus Gerberich



Former member of the executive board ADIDAS AG and entrepreneur/ senior advisor

## Dr. Martin Handschuh



PostDoc Harvard University and partner & GF e.venture consulting, formerly partner Kkeamey + lecturer at HfWU

## Prof. Dr. Michael Hepp



Professor at HFU, former CIO/ VP digital business & transformation at Walter AG + lecturer at HfWU

## Prof. Dr. Markus Mändle



Prorektor HfWU & director Institute for Cooperative Studies

## Anja Pflumm



Alumni MBA dig. mgmt. & marketing & digital marketing manager at Bauknecht/ Whirlpool

## Christine Rittner



Business angel, former global CHRO & board member Lidl International, Top 40 under 40 by Capital

## Steffen Vietz



Entrepreneur in retail and technology consulting, formerly Airbus

# Trial Study & Digital Management Podcast

## Trial Study

We offer the opportunity to get to know the Master of Science in Digital Business Management for one month without obligation and free of charge. You can take part in the first four lecture weekends of the first semester.

The costs only become due when you actually decide to study afterwards.

The registration form can be found [here](#).

## Digital Management Podcast

Podcast with well-founded, practical answers to central questions of digital management - based on our Springer handbook 'Digital Management'.

-> [Spotify](#)

-> [Apple Music](#)