



# DeepDive

Entrepreneurship and  
Digital Transformation



# MASTER PROGRAM

Entrepreneurship and  
Digital Transformation  
(Master of Arts)



# Designing digital solutions in mobility, health, food, manufacturing or your topic

We are faced with different challenges such as climate change, digitalization and globalization. Therefore, we need a new generation with a drive for societal changes, an entrepreneurial and innovative mindset, and problem-solving skills. A PWC study pointed out that there is a high importance on digitally enabled solutions and transformations in companies, which is another focus area in our DeepDive Master.

The DeepDive Master Entrepreneurship and Digital Transformation is a cooperation between HM Hochschule München University of Applied Sciences and its Entrepreneurship Center, the Strascheg Center for Entrepreneurship (SCE).

## Your key benefits

- Project work at the core
- Interdisciplinary and international teams
- Flexible learning journey due to compulsory and elective courses
- Safe environment for experimentation
- Building strong networks and and profit from our European ecosystem



## Unique approach

- We offer a master program for students with different backgrounds from all over the world.
- You work on your project for two semesters to build your start-up or create an innovative idea with a corporate partner.
- Through our learning-by-doing approach you will instantly use your knowledge in your projects.
- We are focusing our lecture on the important topics of our future, including entrepreneurship, digital technologies and business models.
- Choose your elective courses from eight different faculties.

## Career opportunities

The study program paves the way to start your own business as a founder or co-founder.

Graduates of the DeepDive Master find jobs as intrapreneurs with established companies, e.g. developing digital products or services, or shaping digital strategies.

# Your personal career path

**Are you the founder of the next successful start-up? Are you ready to bring innovation projects into corporates on the next level? Then our DeepDive Master is the right for you!**



## **Take part in our Open Online Course (MOOC)**

Entrepreneurship and Digital Transformation to explore the topics, get inspired by 30+ speakers, and prepare for the interviews.

Sign up at [www.sce.academy](http://www.sce.academy)

## **1<sup>st</sup> semester**

Introduction to basics on entrepreneurship and digital technologies. Get started with your innovation process and the creation of a business model for your entre- or intrapreneurship project.

## **2<sup>nd</sup> semester**

Push your project to success. Validate your solution and business model. Create an MVP and a sustainable business strategy with a focus on finance, sales and marketing.

## **3<sup>rd</sup> semester**

Document the complete approach and findings of your project work with a selected research focus.

## **Graduation**

Master of Arts (M.A.) in Entrepreneurship and Digital Transformation

### **Admission requirements include:**

- A university degree awarded after at least six semesters of study (180 ECTS)
- Evidence of good English skills (B2)
- Successful application interview

# Curriculum overview

**You must complete a total of 90 credits to graduate from the program. The curriculum consists of compulsory courses on entrepreneurship and digital technologies as well as electives from the master programs of the eight faculties. The centerpiece of the program is the project work with a focus on an entre- or intrapreneurship project.**

1st semester	Project I <b>15 ECTS</b>	Entrepreneurship I <b>5 ECTS</b>	Digital Technologies <b>5 ECTS</b>	Research Methods <b>5 ECTS</b>
2nd semester	Project II <b>15 ECTS</b>	Entrepreneurship II <b>5 ECTS</b>	Digital Business Models <b>5 ECTS</b>	Elective Course I <b>5 ECTS</b>
3rd semester	Master Thesis <b>25 ECTS</b>			Elective Course II <b>5 ECTS</b>
	Total			<b>90 ECTS</b>

More information on detailed application requirements, process on course content: [\*\*www.hm.edu/deepdive\*\*](http://www.hm.edu/deepdive)

# Projects and mentors

Depending on your personal interests and qualification you will be assigned to either an entre- or intrapreneurship project. The entrepreneurship project is for individuals who want to implement their own digital business ideas. Students in the intrapreneurship project will develop innovative solutions to specific digital challenges submitted by corporates. Each project team will be supported by both a professor and a start-up coach.

## Our successful start-ups from the last batches:



## Here you can find previous and former corporate partners for our intrapreneurship projects:




## Entrepreneurship projects in the field of mobility are accelerated by our close partnership with EIT Urban Mobility:



## Students international exposure is extended by our close cooperation with 20+ universities:







The DeepDive Master is an innovative Master project for self-starters. Exactly the opposite of the classical and old-fashioned learning methods. This way of education is desperately needed in our society to support the hands-on mentality and start-up enthusiasts. Individuals are formed with a wide range of soft- and hard skills. This is a perfect program for open-minded personalities who swim against the stream. **Marius G.**

## Impressions from our students:

The DeepDive Master is one of the most memorable programs that helped me so much with my career. I was able to make valuable connections with people who are part of the SCE and Munich startup scene and who are all working hard to make their dream come true. I cannot wait to continue my studies in this program and meet new people to bootstrap my dream business! **Hoon K.**

In this master program you get the chance to learn something new, develop new skills and immediately apply them to your real-life project. In this program, you will challenge yourself and you will find something you are truly passionate about. **Julia H.**

# GET IN TOUCH WITH US!



**HM Hochschule München**  
**University of**  
**Applied Sciences**  
Lothstraße 34  
80335 Munich  
[www.hm.edu/deepdive](http://www.hm.edu/deepdive)

**Strascheg Center for**  
**Entrepreneurship**  
Heßstraße 89  
80797 Munich  
[www.sce.de](http://www.sce.de)

**DeepDive Program Lead**  
[deepdive@hm.edu](mailto:deepdive@hm.edu)

**DeepDive**

Entrepreneurship and  
Digital Transformation

**HM**

**SCe**  
STRASCHEG CENTER FOR ENTREPRENEURSHIP