

Master of Science in Business Administration – Digital Technology Management

Aptitude Test

The aptitude test for the Master Business Administration – Digital Technology Management will take place between

15th - 19th July 2024 (subject to change) **online**

After examining the applications we will send out invitations for one specific day **via e-mail at least one week in advance** (please also check your spam folder), provided that you meet the formal requirements.

The aptitude test **will take place online via ZOOM** this year. It is not possible to change the dates / times.

The aptitude test is conducted by two professors of the Department of Business Administration and **lasts about 30 to 60 minutes**, yet due to waiting periods, we will ask you to reserve half a day.

Subject of the aptitude test will be your analytical and problem-solving skills, your methodological skills and your argumentation and communication skills.

In addition, we will test your understanding of subject-specific business administration concepts based on questions from the field of business administration, in particular on future-oriented business development.

Please read the following literature as an input:

- Stephanie L. Woerner, Ina M. Sebastian, Peter Weill: Develop ten capabilities to accelerate digital transformation, MIT CISR Research Briefing, Vol. XXII, No. 9, 2022 (Online: https://cisr.mit.edu/publication/2022_0901_TenCapabilities_WoernerSebastianWeill)
- Bernhard Marr: The top 10 tech trends in 2023 everyone must be ready for now, 2022 (online: <https://www.forbes.com/sites/bernardmarr/2022/11/21/the-top-10-tech-trends-in-2023-everyone-must-be-ready-for/?sh=5ddaecb37df0>)
- Benjamin Mueller: How to map out your digital transformation, Harvard Business Review, 2022 (Online: <https://hbr.org/2022/04/how-to-map-out-your-digital-transformation>)

We are looking forward to meeting you!

