

M. Sc. in Business Administration

Digital Technology Management – Study Structure

1. Semester (Wintersemester)					
	Module	Lecturer	Assessment Method	ECTS	SWS
M 4.1	Research Methods: Digital Products, Processes and Systems	Prof. Dr. Lars Brehm Munich University Applied Sciences	ModA (80%) & Präs (20%)	5	4
M 4.3	Cross-cultural Communication and Management	Prof. Dr. Nicole Brunnhuber Munich University Applied Sciences	ModA or Präs.	5	4
M 4.4	Big Data and Artificial Intelligence	Prof. Dr. Eva Anderl Munich University Applied Sciences	ModA	5	4
M 4.6	Legal Issues for Data-driven Business	Prof. Dr. Henrike Weiden Munich University Applied Sciences	ModA	5	4
M 4.8	Financial Strategies for Digital Technology Management	Prof. Dr. Harald Ruhnke Munich University Applied Sciences	ModA	5	4
M 4.11	Agile Management Practices	Prof. Dr.-Ing. Holger Günzel Munich University Applied Sciences Daniel Heinen* BMW AG	ModA	5	4

2. Semester (Sommersemester)					
	Module	Lecturer	Assessment Method	ECTS	SWS
M 4.2	Economics of Digitization	Prof. Dr. Steffen Henzel Munich University Applied Sciences	ModA	5	4
M 4.5	Digital Commerce & Technology Marketing	Prof. Dr. Klaus Gutknecht Munich University Applied Sciences Dr. Andrea Cornelius*, laboratum	ModA	5	4
M 4.7	Research Project: Digital Business Development	Prof. Dr. Jessica Slamka Munich University Applied Sciences	ModA (80%) & Präs (20%)	5	4
M 4.9	Digital Technology: Leadership and Ethics	Prof. Dr. Daniel Ittstein Munich University Applied Sciences	ModA	5	4
M 4.10	Digital Technology: Strategy and Organization	Dr. Isabelle Kes* FELD M	ModA	5	4
M 4.12	Design Thinking for Digital Technology Development	Kim Corina Weber* Volkswagen AG	ModA	5	4

3. Semester (Wintersemester)					
	Module	Lecturer	Assessment Method	ECTS	SWS
M 4.13	Research Study: Challenges in Digital Technology Management	Prof. Dr. Eva Anderl and Prof. Dr. Marcel Hülsbeck Munich University Applied Sciences	ModA (80%) and Präs (20%)	5	4
M 4.14	Co-Innovation Project: Digital Business Case	Prof. Dr. Holger Günzel Munich University Applied Sciences Hans-Jürgen Haak* Haak Beratung und Mediation	ModA	5	4
M 4.15	Master's Thesis	Responsible professors of DTM	MA	16	0
M 4.16	Oral Defense of Master's Thesis	Responsible professors of DTM	Präs.	4	2

ECTS=European Credit Transfer and Accumulation System; MA=Modulararbeit (seminar paper); SWS: Semester hours/week; MA= Masters' Thesis; Präs: Presentation
Valid for start in October 2024 (Subject to change) Partners are marked with *

