



WELCOME!

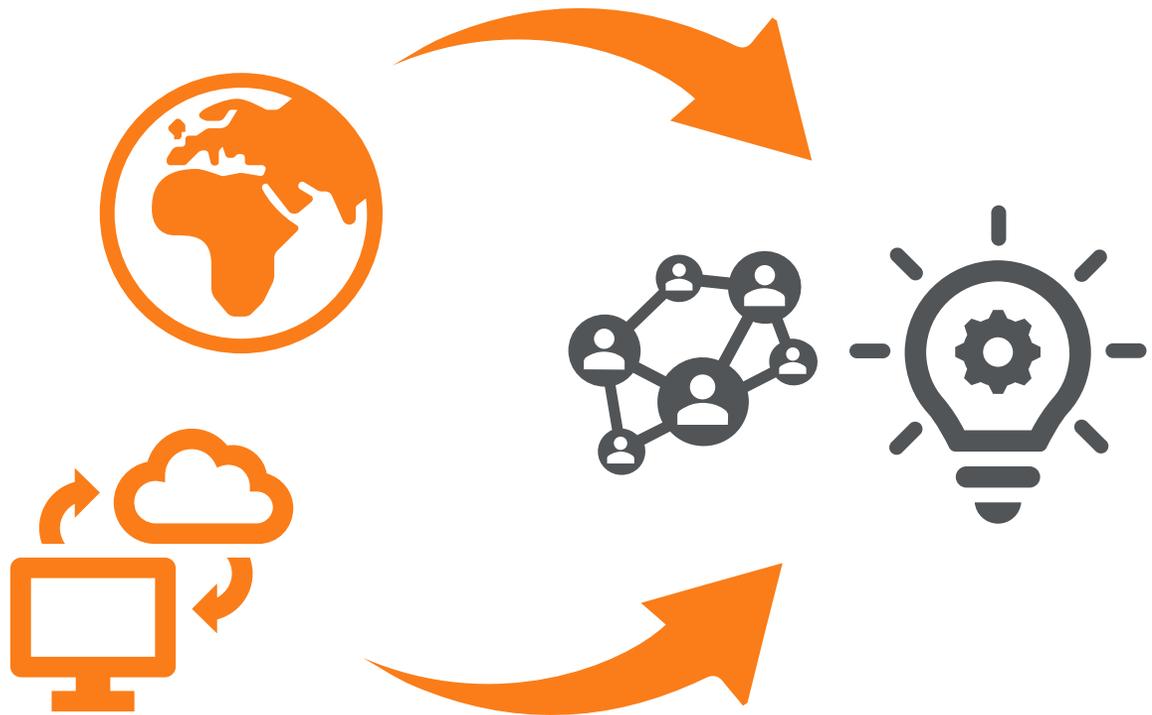
DIGITAL TECH & MANAGEMENT: STUDY SMART | STAY REGIONAL | GO GLOBAL

STUDY B.SC. DIGITAL TECHNOLOGY AND MANAGEMENT AT OTH AMBERG-WEIDEN

Presentation of the Study Programme



The B.Sc. in Digital Tech and Management is our response to the future of business and of work



01

Globalisation and digitalisation are changing fundamentally how businesses operate

02

In order to be successful, in depth knowledge of IT or management is not enough - interdisciplinarity is key

03

Not only knowledge, but skills are essential: creativity, languages, intercultural competence, agility, team work ...

What makes DTM different



interdisciplinary

Broad and at the same time in-depth curriculum with highly applied relevance and project work

international

Fully taught in English, international internship, many summer and winter schools abroad, cooperation with foreign partner universities

individual

8 elective modules, entrepreneurship and research project to develop own idea, different study paths

IoT-focussed

Understand and apply the necessary technology and computer science, digitalise operational processes, use digital applications in managerial tasks

What you're actually signing up for

No surprises. Here's exactly what the program looks like



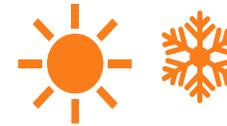
Bachelor of Science (B.Sc.)



Approx. 50 per semester



7 semesters, 210 ECTS



Start in summer and winter



English-taught programme,
Second language mandatory



Application period:
for winter term: May 15 – July 15
for summer term: November 15 – January 15
in some semesters, periods may be extended



No tuition for EU citizens,
only students' union fee (87
Euro per semester)

The study: 7 semesters at a glance

Course of study

Fundamentals of Mathematics,
Informatics and Scientific Methods

Digital Technology

Management

Integrative Modules

Language, Soft Skills and Basic
Electives

Specialisation Electives

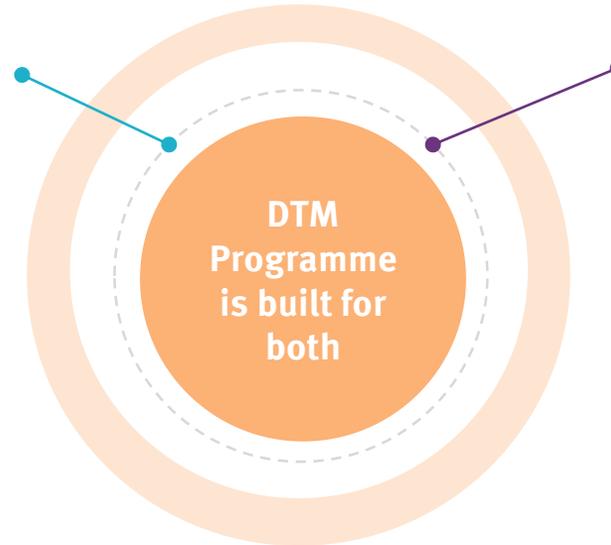
	01 	02 	03 	04 	05 	06 	
1	Mathematics Algorithms and Data Structures	IoT Technology Product Management	Business Admin Accounting & Finance Business Processes Management		Academic English Technical English Intercult. Comm. Basic Elective 1+2		
2							
3	Object-oriented Coding Statistics & Quant. Methods Information Systems and Databases	Sensors for Smart Systems Communication Technology Production Technology	Digital Marketing and eCommerce	Project Mgmt & Agile Methods Logistics 1 Industrial Engineering	Basic Elective 3+4		
4							
5	Research and Evaluation Methods	Innovation & Technology Lifecycle Management	Business Simulation	Ethics in Business and Technology Entrepreneurial Project 1+2 Research Project		Specialisation Elective 1+2 Specialisation Elective 3+4	Internship and Bachelor Thesis
6							
7							Internship Bachelor Thesis

Whatever your background is, you are ready!

Whether you come from Gymnasium or FOS/BOS, this program works for you

Gymnasium - academic track

-  Theory
-  Hands-on experience
-  Company projects +
praxissemester



FOS/BOS - vocational track

-  Practice
-  Framework to scale skills
-  Theory explains your experience

How DTM is adapted for both types of backgrounds

-  70% projects, 30% theory
-  Praxissemester connects both worlds
-  Small classes, meaning professors adapt to YOUR background

Result: Theory students learn to apply | Practice students learn to conceptualise | All get job-ready

Your degree, your way

Individualisation from day 1

4

Basic Electives:

Boost your foreign languages or soft skills, participate in international summer/winter schools, look beyond the horizon and select modules from other programmes

4

Specialisation Electives:

In the final semesters, you will deepen your knowledge in specific applications of digital technology, such as industrial applications, software technology and systems, big data, business models and international management

2

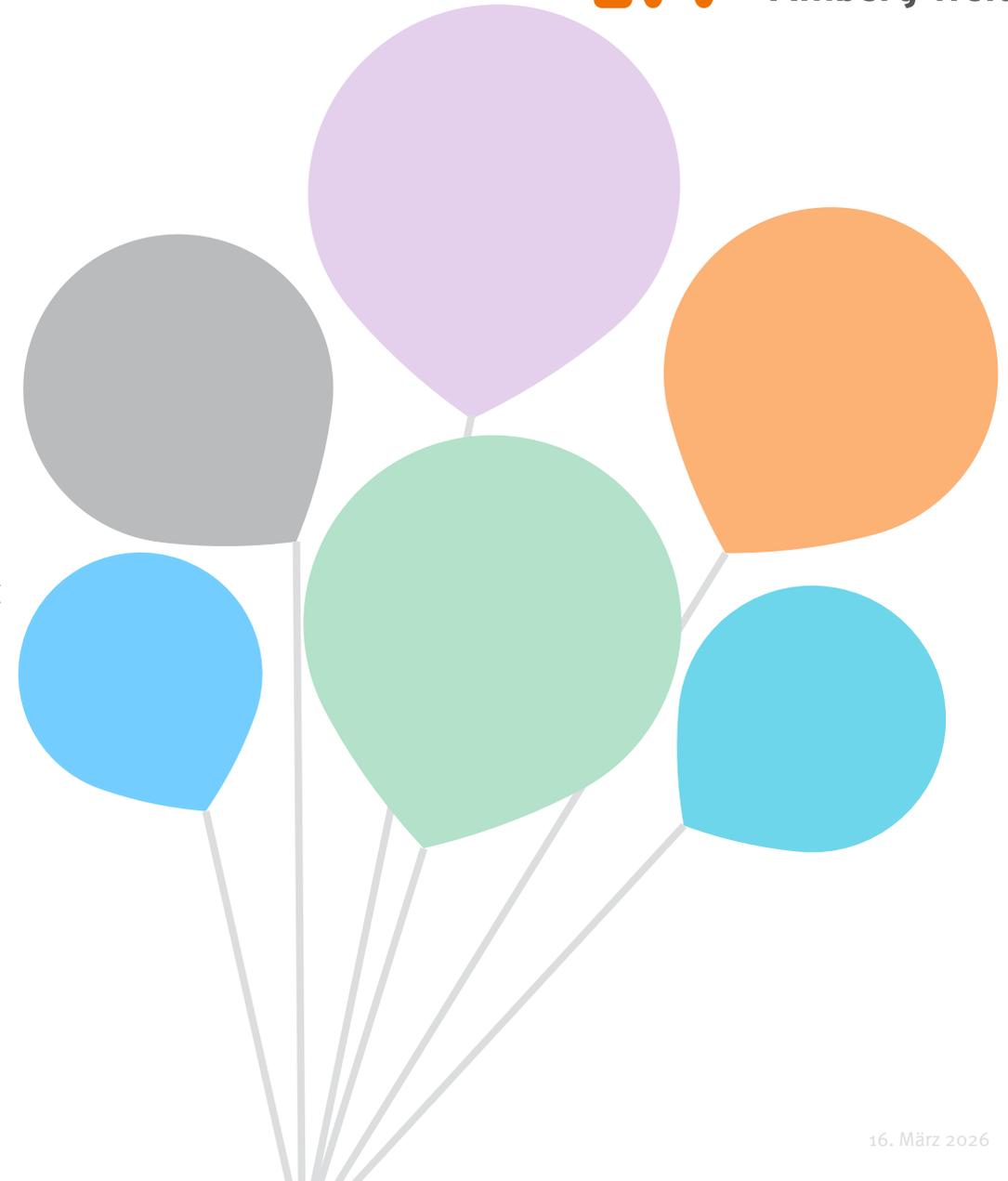
Semester-spanning Entrepreneurial Project:

Develop your own digital solution, substantiate it in a business plan and pitch it

1

Research Project:

Get excited about science, dig deeper into something that really interests you and conduct your first independent research project



A truly international study programme

English

- The program is fully taught in English
- Building on your previous knowledge, you'll learn the specifics of English for academic and technical purposes

2nd foreign language

- Discover new or extend your knowledge of other foreign languages



Intercultural competence

- Specific module teaching intercultural competencies
- Multicultural student group
- Lots of teamwork to experience intercultural challenges

Work and study

- Internship abroad
- Short (summer/winter schools) or longer term (semester abroad) exchange programmes with partner universities around the world

Week in the life

Schedule of a real DTM 1st semester student*



Mo



- 8:15**
IoT Technology (hands-on lab)
- 11:30**
Lunch in the Mensa (€3-5/meal)
- 13:45**
Business Administration class
- 18:00**
Games evening with WIGCares

Di



- No classes!**
- 8:00**
Work part-time at regional company, i.e. earn €62 (€18/hr, 4 hrs)
- 13:00**
Apply to marketing & sustainability summer school in Finland

Mi



- 09:00**
Technical English class
- 13:15**
Coffee in Orange Lounge
- 14:15**
Accounting & Finance hybrid class (on campus or online)
- 17:30**
Drive to Regensburg with friends

Do



- 8:15**
Meet prof. (office hours) - she remembers your name & project
- 11:45**
Intercultural Competence
- 15:00**
Study in library (open 24/7) + prep group presentation

Fr



- 10:00**
Mathematics class
- 13:30**
New e-mail: you were accepted to the summer school! Congrats!
- 13:45**
Weekend starts!
Bar-hopping with the Fachschaft or attend the Poetry Slam

Part-Time Work – what it means

€288/month › Over 3,5 years: €10,080

This covers 34% of living costs. Or: Buy a used car.

What weekends look like

Visit family - Trip to Prague - Party in Weiden, Regensburg or Nurnberg - Study when needed - Actually relax (balance is real)

*This is a typical week in Semester 1&2. Your schedule will vary by semester and your choices (electives, work hours, projects). Not shown: Exam weeks (more intense, but only 2-4 weeks per semester) and Praxissemester (Semester 5: full-time work in a company).

Where our students and alumni work now

Real graduates, real companies, real salaries

Johanna, 21

PRODUKTMANAGEMENT &
PORTFOLIOMANAGEMENT
SIEMENS AG



DTM Specialisation: Data Science and ERP Systems

Most relevant courses: Marketing and Sales, Business Process Management, Business Simulation, Databases and Information Systems, Data Science

Main areas of responsibility: Produktmanagement, Portfoliomanagement and Product Controlling

Salary range: €35K–45K

Why did you choose DTM? *“Ich habe mich für DTM entschieden, weil der Studiengang eine fundierte Kombination aus Informatik und Management bietet. Besonders überzeugt hat mich der interdisziplinäre Ansatz sowie die Durchführung des Studiums in englischer Sprache, wodurch sich internationale Karriereperspektiven eröffnen.“*

Where our students and alumni work now

Real graduates, real companies, real salaries

Duru, 22

DIGITAL MARKETING &
PRODUCTS
WITT-GRUPPE



DTM Specialisation: Management

Most relevant courses: Digital Marketing & eCommerce, Marketing and Sales and Information Systems and Databases

Main areas of responsibility: Daily performance data management, monitoring product & channel performance, supporting reporting & data analysis

Salary range: €35K–45K

Why did you choose DTM? *“Because it combines technical and business perspectives. I have always been interested in analytical and structured thinking, particularly mathematical and data-driven contexts and the program allowed me to explore both sides instead of limiting myself to one direction.”*

Where our students and alumni work now

Real graduates, real companies, real salaries

Mahta, 28

SYSKRON GMBH



DTM Specialisation: Data Science and ERP Systems

Most relevant courses: Communication Technology, Business Process Management, Product / Project Management

Main areas of responsibility:

- Governance processes and documenting standards
- Asset management in ITOM
- ADONIS-process improvements

Salary range: entry salary €35K–45K

Why did you choose DTM? *“I chose to study DTM because it combines practice-oriented courses with a strong industry focus. The study offers the opportunity to work on real projects that are directly relevant for my career later.”*

Where our students and alumni work now

Real graduates, real companies, real salaries

Malik, 27

PROJECT MANAGER
NEXANS AUTOELECTRIC
GMBH



DTM Specialisation: Management

Most relevant courses: Business Processes Management, Information Systems and Databases, Project Management and Agile Methods, ERP Systems and Digital Transformation & Business Simulation

Main areas of responsibility: Project management and digitalisation

Why did you choose DTM?

“For the strong combination of IT, technology and management.”

Where our students and alumni work now

Real graduates, real companies, real salaries

Yue, 33

DATA SCIENTIST
HERDING GMBH
FILTERTECHNIK



DTM Specialisation: Data Science and ERP Systems

Most relevant courses: Data Science for Engineers, Applied Image Processing, Industrial Applications of Data Science, Smart Factory, Information Systems and Databases

Main areas of responsibility: Machine Learning & Database related projects

Salary range: n/a

Why did you choose DTM? *“Isn't it boring to always stay on one track?”*

We won't let you d(r)own!

1

Even before the semester starts, we offer a **orientation week and the “fit for studying” programme** providing you with all the necessary info to get you settled in

2

In the university's **buddy programme**, students from higher semesters take first-year students “by the hand”, passing on their knowledge about studying and student life

3

Last, but not least: Thanks to **small student groups**, professors, lecturers and support staff quickly get to know you by name. We are quickly accessible and try to address any problems that might come up



Want Even More Hands-On?

Check out our Double Degree and our dual study options

Double Degree DTM with University of West Bohemia Pilsen



Excellence programme

2 Praxissemester with regional partner companies

Perfect if you want to remain in the region after graduation

„Studium mit vertiefter Praxis“



Our most applied study option (double the practical work for the same 3,5 yrs)

Company placement before or during early semesters

Existing strong employer network



The Munich trap

Same degree and salary, just wiser

Savings in 3,5 years:

~€30.000

What would you do
with the extra money?



<u>Weiden</u>	<u>Living</u>	<u>Munich</u>
~€400	Rent	~€900
~€800	Cost of living	€1.500 min.
	<u>Studying</u>	
accessible	Admission	competitive
~50 students	Class size	~400 students
office hours, know you by name	Prof. interaction	via e-mail (if lucky)
applied focus	Study focus	theoretical focus
	<u>Working</u>	
easier, less competition	finding part-time job	extremely competitive

Stay regional, think global!

Relevant employers within a 60 km radius

400+ tech-intensive
companies

€35-55K starting
salaries.

Why leave?



Weiden



Amberg



Nürnberg



Regensburg



Interested?

Here are your next steps

"I'm interested! Tell me more"

- Rent a student! › Meet current students. Go to a lecture. See the labs. Write us at dtm@oth-aw.de
- I want to get a sense of the programme beyond academics › Follow the WIGCares Instagram to find out exact dates for the next events and join in [@wigcares_fk_wig_oth](https://www.instagram.com/wigcares_fk_wig_oth)

I'm convinced! What do I do next?

- Application requirements & application process 
- Have questions? Write us at dtm@oth-aw.de



DTM DOUBLE DEGREE WITH UWB IN PILSEN

A GERMAN – CZECH EXCELLENCE PROGRAMME



Double Degree with WBU Pilsen is the right choice for you if you are interested in....



...one programme, two universities, many regional and global companies and two diplomas



...a management & Digital Technology Programme in partnership between OTH Amberg-Weiden and the University of West Bohemia



... training as a specialist with interdisciplinary digital technology and management skills as well as intercultural and language skills and a close connection to the Czech – Bavarian region



... focusing on practical learning with not one but two internships secured by the universities

◀ #startwithus

Showcase your potential

STUDY MANAGEMENT,
AI AND ROBOTICS

Study in English

Management & Digital
Technology ▶



Double Degree Programme Structure

1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester	7. Semester	8. Semester
OTH Amberg-Weiden	OTH Amberg-Weiden	first internship	UWB	UWB	second internship	hybrid	bachelor thesis, defence, ...
<i>(Location Weiden i.d. Opf., Germany)</i>	<i>(Location Weiden i.d. Opf., Germany)</i>	<i>(Germany or Czech Republic)</i>	<i>(Location Cheb, Czech Republic)</i>	<i>(Location Cheb, Czech Republic)</i>	<i>(Germany or Czech Republic)</i>	<i>(WBU and OTH Amberg-Weiden)</i>	<i>(WBU and OTH Amberg-Weiden)</i>

Study in the region, get a global exposure: Some DD associated companies

Automotive and Transportation Sector

Be part of the future of mobility, with opportunities in sustainability (electric vehicles), automation (autonomous driving), and high-tech design. You will be exposed to global leaders with a strong focus on innovation and hands-on engineering



Engineering, Manufacturing, & Industrial Automation

Gain hands-on experience with the latest industrial technologies, automation processes, and product development, preparing you for high-demand roles in engineering, robotics, and advanced manufacturing. This sector offers excellent exposure to both regional and global industrial players.



Energy, Mining, and Construction

This sector is ideal if you aiming to work in large-scale infrastructure projects, energy transition, and sustainability. These companies provide practical knowledge in construction management, mechanical engineering, and energy production.



Consumer Goods and Retail

Engage in the dynamic world of consumer products, combining creativity, business innovation, and sustainability. Whether it's learning how to market products globally or working on sustainable packaging solutions, this sector provides excellent opportunities if you're interested in retail management, branding, and product design.



IT, Consulting, and Services

For students interested in tech services, IT consulting, or financial consultancy, these companies offer real-world experience in high-demand fields. Whether it's solving complex IT infrastructure problems or advising companies on economic strategies, this sector offers a wide range of career pathways in both regional and global contexts.



Logistics and Supply Chain

Logistics and supply chain management are key to the global economy, and you will gain critical knowledge of how goods are transported worldwide, how to optimize operations, and how to implement sustainable practices.



Key Facts & Figures about the Double Degree Study Programme



2x Bachelor of Science (B.Sc. And Bc.)



Approx. 20 per year



8 semesters, 240 ECTS



Start in winter semester only



English-taught programme,
Qualifying students in German and Czech
Other languages optional



Application:

May 15 – July 15 apply to DTM Programme
periods may be extended

At the end of your first semester, application for
the Double Degree is possible



Courses on campus and 1 semester hybrid
in Weiden i.d. OPf. (Bavaria, Germany) and in
Cheb (Czech Republic)



No tuition,
only students' union fee (72
Euro per semester)

Questions?





THANK YOU!

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