

MASTERS PROGRAM
DIGITAL
BUSINESS

M.SC.

INTERNET OF THINGS

DATA ANALYTICS

AGILITY

PLATFORM INDUSTRIES

BUSINESS PROCESS MANAGEMENT

SENSORS & ANALYTICS

DATA DRIVEN BUSINESS MODELS

IT ARCHITECTURE

SOCIAL MEDIA MANAGEMENT

DIGITAL DISRUPTION AND TRANSFORMATION

DATA SECURITY AND COMPLIANCE

BIG DATA MANAGEMENT

„Digital transformation forces graduates from all disciplines to acquire new and additional competencies. Increasingly, they must be able to design and implement innovative business models, analyze and evaluate data and understand digital economics in the technology-driven world of today and in the future. The masters program for Digital Business focuses on how forthcoming professionals can innovate new strategies and business models in order for their organization to thrive. I am proud that faculty members recognized for their outstanding teaching run this exhilarating course and qualify future professionals for leading positions in a multitude of organizations.“

Prof. Dr. Andrea Klug, President, OTH Amberg-Weiden, University of Applied Sciences



„Digitalization is the change of our time and of the German leading industries. It will drastically change our lives and work. It does not leave any business model unaffected. The speed of this market change is enormous. Products, processes and people are digitized and interconnected. Products and business models will increasingly differ from innovations in software, data and networking. In order to exploit these opportunities and proactively manage the risks of digitalization, specialists for working in a 4.0 environment are urgently needed and we need to support their professional development.“

Lars Engel, CEO, BHS Corrugated Maschinen- und Anlagenbau GmbH, and member of the University Board of the OTH Amberg-Weiden

Are you interested in technological progress and changing customer behavior? Do you want to know how technology, innovation culture and business are actually connected? Do you want to learn more about how the digital world of Big Data, social media and agile management works? Perhaps you already work in a company exploiting digitalization?

If you answered yes to any of the above, then the Digital Business Masters Program is the right choice to expand your knowledge and skills from the Bachelor's or Diploma Thesis!

In this course, we will prepare highly qualified specialists and managers for companies in all industries who want to recognize and understand new technologies and their impact on digital business. With this course, we offer you a market-oriented program with up-to-date and requirements across the entire spectrum of digital business.

The aim of the course is to cross-link competencies in computer science, business management and engineering disciplines. For this reason, the course of studies is offered to graduates of business studies, computer science, engineering sciences or related fields.

M.SC. DIGITAL BUSINESS SHAPING THE FUTURE OF DIGITIZED BUSINESS

TARGET GROUP

Designed for ambitious professionals who want to:

- seize the opportunities of the digital revolution and successfully transform their business for long term success
- boost their careers and deepen their knowledge while pursuing professional goals
- shape the digital revolution and become a digital leader

INTERDISCIPLINARY CONTENT

The program gives you the opportunity to:

- acquire knowledge in fundamental principles and practices to manage business processes in the digitalized world
- apply management principles to trends, perspectives and strategic opportunities related to the digital transformation
- dig deep into the challenges and opportunities digitalisation offers for your business
- create a Master's thesis based on an actual business project with an emphasis on digitalization

ACCREDITED DEGREE



The field of study Digital Business (M.Sc.) has successfully passed the internal quality assurance measures of the OTH Amberg-Weiden. Due to the system accreditation of 28 March 2017, pronounced by the Accreditation, Certification and Quality Assurance Institute ACQUIN on behalf of the Accreditation Council, OTH Amberg-Weiden is entitled to accredit this course.

WHY CHOOSE THE MASTERS PROGRAM IN DIGITAL BUSINESS?

INTENSIVE COOPERATION

Be part of an intensive experience - not only in partnership with the teaching staff, but also among your peers.

WORK STUDY BALANCE

The program is designed around lectures on three days a week with two days of practical exercises.

STATE-OF-THE-ART EXPERTISE IN DIGITALIZATION

Immerse yourself in the most up-to-date tasks of digital business, which are taught practically and scientifically

SHAPE THE DIGITAL REVOLUTION AND BECOME A DIGITAL LEADER

BROADER CAREER PERSPECTIVES

Earn the degree „Master of Science“ from the Technical University Amberg-Weiden and enjoy excellent career prospects in business and research.

EXCELLENT FACILITIES AND STUDY RESOURCES

Students are enrolled at Technical University Amberg-Weiden and have access to all university facilities and services.

PRACTICE AND NETWORKING OPPORTUNITIES

Get a greater perspective of digital transformation and innovation via field study at (local) businesses.

INDISPENSABLE MANAGEMENT SKILLS

Learn and enhance - even if you have completed a technical course of study beforehand - important management and leadership skills.



CANDIDATE PROFILE

The ideal candidate is expected to have:

- first University degree with at least 210 ECTS
- 1 year of post-degree professional work experience across industries and institutions
- proficiency in written and spoken English

CURRICULUM

SEMESTER 1

INNOVATION AND DESIGN

DIGITAL MARKETING & SALES

BIG DATA, DATA ANALYTICS & KNOWLEDGE DISCOVERY

MANAGING AGILE PROCESSES AND PROJECTS

DIGITAL ECONOMICS AND QUANTITATIVE METHODS

DIGITAL LEADERSHIP AND TRANSFORMATION

SEMESTER 2

DIGITAL STRATEGIES AND BUSINESS MODELS

PRODUCT MANAGEMENT

DIGITAL FINANCE – APPLICATIONS AND METHODS

CYBERSECURITY AND DIGITAL LAW AND REGULATIONS

DIGITAL FIELD TRIP

SEMESTER 3

GLOBAL SUPPLY CHAIN & OPERATIONS MANAGEMENT

ETHICS AND VALUE MANAGEMENT

MASTER'S THESIS / CAPSTONE PROJECT

SUBJECT TO CHANGE - VERSION OF JUNE 2017



DEGREE

Graduates earn a Master of Science (M.Sc.) degree from the ACQUIN-accredited Faculty of Economics and Business Administrations at OTH Amberg-Weiden

RESOURCES



„In the years to come, more than seven billion people and businesses, and at least 30 billion devices will be connected to the Internet. Digital business is the creation of new business models that disrupt current business practices across all industries. Besides, digitization will enable smart products, digital business processes, and new customer experiences. In our comprehensive master program, we provide young professionals with the latest science and business management skills and specific digital capabilities. We support our students to gain confidence to find their direction in a ever-changing world.“

Prof. Dr. Günter Schicker, Professor, Industrial Service Management, OTH Amberg-Weiden and CEO of Service for Industry®



„Big data, cloud, 3D printing, smart robots or block chains are innovations that change the dynamics of the competition across industries and force organizations to radically transform. In order to actively meet the challenges and opportunities that arise from these technological developments, we have developed a wonderful interdisciplinary Masters program that provides expertise of key technologies and scientific and management practices of innovation to ensure corporate and personal success.“

Prof. Dr. Johann Strassl, Professor, Business Information Systems, OTH Amberg-Weiden and CEO of Service for Industry®



„Digitization changes nearly all areas of our lives. Particularly in the business world of tomorrow, strategies, processes, technologies and services, which are adapted to the changes, play a decisive role. By that digital transformation, enormous opportunities will arise and people are needed, who can manage them. Our master program prepares for the challenges and forms innovative and aspiring executives.“

Prof. Dr. Marco Nirschl, Professor, E-Commerce Management, OTH Amberg-Weiden



COMBINING EXPERTISE IN MANAGEMENT AND DIGITALIZATION FROM ACADEMIA AND PRACTICE

In order to provide high-level academic content and to ensure innovative, up-to-date practical standards with regard to the digital revolution, we employ experienced full-time professors who have all the years of leadership experience in global companies and are award-winning apprentices, as well as specialists from everyday practice who play their role as pioneers in the field of digitization. This program guarantees you the best possible training with a high degree of practice and an outstanding academic degree.

FACULTY

Distinguished and award-winning lecturers from the faculty of business administration provide scientific fundamentals and in-depth knowledge based on the latest research results.

COACHING AND TRAINING EXPERTS

Outstanding experts use novel coaching and training techniques to promote the development of specific personal and professional goals.

DIGITAL NATIVES

Exceptional representatives from established companies with proven experience in designing the digitized world.

MANAGEMENT PROFESSIONALS

Top profile management professionals present cases and practical implications based on their daily business experiences.



PICTURE © KUNNERT ARCHITEKTEN

OTH AMBERG-WEIDEN

Since 1994, OTH – Technical University of Applied Sciences has offered excellent learning conditions and career prospects. In addition to the regular academic programmes, students can choose from a variety of extra-curricular courses and activities to sharpen their skills and broaden their minds. Our graduates are in high demand among the regional and national labour markets, and our University consistently secures top places in university rankings. Our main objective remaining to provide our students with a practical, theory-based education in close cooperation with our partners from business and industry.

E-HOUSE

Situated directly on the campus of the OTH Weiden, the ehouse is a place for digital competence and innovative information and communication technologies. On six floors, business, start-ups and creative minds team with digitalization, industry 4.0 and e-commerce. Beginning in November 2017, the OTH Amberg-Weiden Faculty of Business Administration will open its „Center for Digital Competence“. There will be labs and seminar rooms with the latest technology, offering optimal conditions for students of the Masters Program for Digital Business.

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