Master Business Management – Digital Business Management

Degree	Master of Science (M.Sc.)
Type of study	Distance learning online
Standard period of study	24 months
Programme start	October
Credits (ECTS)	90
Language of instruction	English
Number of places	25
Accredited by	Programme accredited by the German Accreditation Council
Admission requirements	• Completed university degree • One year post-graduate work experience • For applicants without a first university degree: five years of relevant work experience plus qualification test
Application period	from 1 December
Tuition fees	15.600 Euro
Attendance	The whole study programme is delivered online. There are optional „live"-sessions in every module.



You have questions about the programme? Feel free to contact us.

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The Master of Science Business Management qualifies graduates for management positions in startups as well as international companies and organisations that are facing the challenges and opportunities of the digital era.
The programme offers you:

- A profound knowledge of concepts, theories and applications of all major subjects of business administration and a specialisation in Digital Business Management.
- An interdisciplinary understanding of management in an international context as well as insights into different sectors and types of companies in order to provide students with the necessary skills for a leadership and management career in rapidly changing companies and organisations.
- A modern online study programme characterised by media diversity marked by a high degree of flexibility and a regular offer of exchange and frequent interactions between lecturers and students.
- A dedicated Career Service and a strong BPS network.

Skills you will acquire:

- Profound business management knowledge and methodological skills in the field of digital business management.
- Development of an entrepreneurial mindset coupled with competences for the implementation of digital business strategies.
- Ability to manage digital innovation and transformation processes.
- Leadership skills development based on a leadership assessment and in form of individual coaching.
- Wide range of electives for individual profiling on current topics of digitisation in different functional areas.

Programme Structure

The Master of Science Business Management begins in October and runs over the course of 24 months. The distance-learning programme is divided into three sections:

- Phase 1: You learn and build upon fundamental concepts, theories and applications of business administration. You will develop an essential understanding of management with special emphasis on digital business
- Phase 2: Through the elective modules, you will specialise in Digital Business Management
- Phase 3: Your master's thesis

Programme Content

The Master of Science Business Management deals with the complex topics of leadership and management of companies and organisations in the globalised and digitalised age. In addition to traditional management skills,

you will learn new forms of shaping business models and value chains, marketing products and services as well as modern leadership and management systems.

The specialisation in Digital Business Management prepares you for leadership and management positions in companies that face the opportunities and challenges of digitization in business and work. Since new business models have to be invented and existing structures and processes have to be replaced or at least adapted, it is our aim to teach Digital Business Management from the perspective of digital entrepreneurship (startup focus) and the perspective of digital transformation (corporate focus).
You will extend and broaden your knowledge in areas such as digital work, digital finance or big data. The degree course will be crowned by your Master's thesis which can be designed as a company project and submitted on a topic of your choice.

Online studies

The course will begin with a joint virtual kick-off event which will give you the possibility to get to know your fellow students and lecturers.
The learning platform Moodle is used for teaching. Various conference tools such as Microsoft Teams, WebEx and Big Blue Button are employed for online self-learning content e.g. HP5, online presence as well as consultancy and advisory services.

On average 4-5 modules are covered per semester. Each module is structured according to the same basic pattern:

- A guideline for each module in which recommendations are given for the processing of the contents.
- High-quality online materials in form of literature, self-study support, tests, videos and collaborative learning formats.
- Access to the online library and the numerous online databases of the HWR Berlin.
- Opportunity for regular contact with the lecturers.
- Module examinations as online presentations, e-exams or homework assignments

In addition we offer:

- Guest lectures/impulses
- Live case studies/business simulation

Since our aim is to support the exchange of experiences between students and professionals we also offer:

- Access to the BPS alumni network
- Contact to the startup incubator/Centre of Entrepreneurship
- Option to participate in small conferences in the field of Transformation Management & Change
- At the end of the third semester you will have the opportunity to take part in our "Campus Days" on campus in Berlin and enjoy two days of inspiring visits to DigiTech companies, workshops and fun activities.

Admission Requirements

- Completed university degree
- One year post-graduate work experience
- For applicants without a first university degree: five years of relevant work experience plus qualification test

Application

Each year, applications are accepted from 1 December. We recommend applying early as admissions are made on a rolling basis depending on suitability. 25 places are assigned annually for the programme start in October.

If you meet the entry requirements and are interested in applying for the Master Business Management, please use our online application tool: HWR Online Application Tool

You will be asked to upload the following documents during the application process:

- Copy of your undergraduate university degree and transcript of records
- Proof of work experience (e.g. job confirmation)
- Letter of motivation explaining your choice of programme
- Curriculum vitae
- Copy of your passport or ID
- Non-EU-citizen: proof of three years undergraduate degree

Certificates and other documents which are not in English nor in German must be translated into one of these languages. Translations must be formally certified and attached to the documents.

Tuition fees

The tuition fee for the Master Business Management is 15.600 Euro. This includes all study costs, from matriculation to modules and teaching materials, right through to exam charges.

Tuition fee can be paid in installments, which you can view in the schedule of fees. We would be happy to advise you personally!