



DIGITAL BUSINESS MANAGEMENT (M. SC.)



FULLTIME | FOCUS: DATA ANALYTICS OR IT MANAGEMENT

STUDY PROGRAMME

Become a shaper of digital change!

Digital innovation is confronting businesses of all sizes and in all sectors with significant challenges, both now and in the future. It is raising a whole host of strategic, organizational and technical issues. The degree program leading to a master's in Digital Business Management (M. Sc.) teaches you in four semesters the right knowledge, expertise and methodological skills you need to successfully deal with business – and especially strategic – issues.

The highlights of this course comprise its core modules on digital business strategies and digital business methods and the electives as well as its interdisciplinary and international approach. In the strategies modules, core aspects of corporate management and corporate development are covered, such as digital strategy, digital culture, innovation management and knowledge management. In the methods modules, you deal with innovation management, process management and change management.

Within the required modules for Data Analytics or IT management, the available options enable a highly customized specialization. You cover one of the two electives in line with your experiences, personal preferences and/or the requirements of the labor market.

CAREER PROSPECTS

Discover new perspectives!

The Master's degree in "Digital Business Management" offers you a wide range of career options in strategy departments, innovation management, process and change management as well as in the fields of human resources and organization. Such as:

- Digital Transformation Manager/Consultant
- Process-/ Project Manager Digital Transformation
- Manager/Consultant Digital Strategy
- (Digital) Change Manager
- Consultant, Trainer or Coach.

In addition, you will be able to occupy interfaces, e.g. in the business field or product development, in IT management and in marketing.

AT A GLANCE

DEGREE

Master of Sciences (M. Sc.)*

CREDIT POINTS

120 ECTS

DURATION

4 Semester (incl. Master thesis)

START

October and April

STUDY CONCEPT

Full-time, internship or semester abroad

LANGUAGE

English

TUITION FEES

EU/EEA students:

€ 800 per month + enrolment fee € 500 once

Non EU/EEA students:

€ 6,450 per semester + enrolment fee € 900 once

CORE PRINCIPLE

Our innovative teaching and learning model stands for "Competence Oriented Research and Education".

MODULES – MASTER IN DIGITAL BUSINESS MANAGEMENT

	5 Weeks	5 Weeks	5 Weeks	3 Weeks
1. Semester	Disruptive Innovations	Corporate Management	Innovation Management	Process Management
	Elective: Data Analytics I or IT Management I		Leadership Skills	
2. Semester	Disruptive Corporations	Corporate Development	Organization Management	Change Management
	Elective: Data Analytics II or IT Management II		Coaching Skills	
3. Semester	Internship/ Global Study Semester			
4. Semester	Analysing International Business (online)	Master Thesis		

* in accreditation

STUDY IN HAMBURG

“With the highest GDP in Germany, Hamburg, also known as the pearl of the north, is the perfect place to start an international career.”

Sabine Westermann
Director of SRH Campus Hamburg

STUDY ADVISOR



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ADMISSION & APPLICATION

Please apply online via application form available on our website. We will evaluate your eligibility and invite you for an interview.

Requirements:

- Business-related University degree (Bachelor or Diploma) with at least 180 ECTS in: “Business Administration” or “Business Information Systems” or similar
- OR non-business-related University degree (min. 180 ECTS) + 6 month related management experience
- Proof of the required English language skills. We accept: TOEFL 87 ibt | TOEIC Listening/Reading 785, Speaking 160, Writing 150 | IELTS (academic) 6.5 | CAE (grade A, B, or C) | CPE (grade A, B or C) | Pearson English Test Academic (PTE-A): 59 Points | B2 First: 173 | Certificate of language proficiency

FINANCE YOUR STUDIES

As a state-recognised university, our students can apply for BAföG. Additionally, there are various public, private and charitable institutions offering support and scholarships for SRH students. Here you have the possibility to get a monthly loan for your studies or use an educational fund to support your studies.

ABOUT US

With over 13,000 students the SRH Universities are one of the leading education providers in Germany. Our educational establishments offer and expect the highest standard in education, studies, instruction and research.

The SRH Campus is located in the center of Hamburg - the second largest city in Germany. A dynamic metropolis by the water with high living standards and moderate living costs, the Hanseatic city is distinctly multicultural, with nearly all nationalities represented. Safe, green, international and third largest container port in Europe, future-oriented Hamburg is both the perfect destination and the gate to the world.

