



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Master's degree



## Digital Business Management (MSc)

Pforzheim University • Pforzheim

### Overview

Degree	Master of Science (MSc)
Teaching language	<ul style="list-style-type: none"><li>English</li></ul>
Languages	All courses are taught in English.  German language courses can be attended on a voluntary basis at the university's language centre.
Full-time / part-time	<ul style="list-style-type: none"><li>full-time</li></ul>
Programme duration	3 semesters
Beginning	Winter semester
Additional information on beginning, duration and mode of study	The programme duration is three semesters, including the completion of the Master's thesis.
Application deadline	<b>15 June for entry at the end of September/beginning of October</b> The application deadline applies to both EU and non-EU applicants.  Pforzheim University's online application system is usually opened by the end of April. Applications are reviewed on a rolling basis.  <b>Early applications are welcome!</b>
Tuition fees per semester in EUR	Varied
Additional information on tuition fees	Since the winter semester 2017/18, international students coming from non-EU countries to pursue a university degree have to pay tuition fees of 1,500 EUR per semester on the basis of the Baden-Württemberg State University Fees Act (LHGebG). A fee of 650 EUR per semester applies for second degree studies.
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No

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## Description/content

Join our **unique Master's programme for digital business management (MDBM)**. Experience the **comprehensive focus on digital transformation projects** with a focus on **Digital Management, Digital Business Models and Products, Project and Process Management and Algorithms and Data Analytics**.

Study at the **public Business School Pforzheim – Germany's number one business school** among universities of applied sciences (Eduniversal Ranking) and **one of the world's top five percent** of business schools according to the AACSB accreditation.

The MSc in Digital Business Management (MDBM) covers project and change management of digital projects in organisations, with a specific focus on modern management, data analytics and process management.

What to expect:

- Profound understanding and in-depth knowledge of digital transformation projects
- Comprehensive approach to the three pillars of digital project management: 1. process analytics and process design, 2. data analytics and algorithms and 3. responsible management methods
- Applied skills in project management methods, techniques, tools and leadership training
- Research-based view on current developments and trends
- Digital Management studies with core and elective subjects from the field of contemporary management, embedded in the comprehensive range of courses offered by the Business School Pforzheim

The elective courses in the third semester draw from a wide range of courses offered by the Business School. Students can choose from a variety of course options to shape an individual profile for a successful career in the field.

### Top reasons for studying Digital Business Management at Business School Pforzheim

#### 1. Comprehensive focus on digital project management

The MDBM offers a comprehensive academic understanding of digital project management that is important for the digitalisation of companies. You will gain a deeper understanding of the challenges of digital transformation within the three pillars. Shape your individual profile in applied courses and research projects, seminars and elective courses in a small group of 25 students per batch.

#### 2. Strategic management education within a top-ranked public business school

The MDBM combines digitalisation and project management. Expand your knowledge in elective course on strategic management or leadership and discover business management from the perspective of top managers.

#### 3. Three-semester programme with a well-structured curriculum

The MDBM is a compact programme that enables graduate students to complete a Master of Science in three semesters – including the thesis. Personal interaction with our professors as well as lecturers from companies and consultancies happens face-to-face in the classroom. The applied teaching covers all the important academic theories and is very interactive.

#### 4. High employability and a large network of companies in the heart of an economically strong region

Located in the strong economy of the south-west, we work closely with major international companies and well-known SMEs. Case studies, company projects and empirical studies bring the actual business world into the classroom.

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## Course Details

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## Course organisation

The full-time programme comprises three semesters with 90 ECTS (European Credit Transfer System) credits, which are obtained by completing ten modules and the final Master's thesis. Courses are held in English only.

Module 1: The "Digital Management" introductory module (9 ECTS) provides basic knowledge in digital management, focusing on IT systems, architecture, service management, and special aspects including platform economy and digital platforms, preparing students to analyse project requirements and apply digital management methods.

Module 2: In the "Modern Sustainable Leadership" module (8 ECTS), the focus is on change management sustainability and interdisciplinary and intercultural competences. This module is supplemented by a hands-on training in intercultural management.

Module 3: "Ethics and Law in Digital Business" (6 ECTS) gives the students a profound background in ethical and legal challenges in digital projects.

Module 4: In the "Development of Digital Business Models and Products" module (7 ECTS), students learn to develop digital business models and products, use AI for trend identification, and create an MVP through design thinking and data science tools.

Module 5: In the "Agile Project and Process Management" module (7 ECTS), students become familiar with application-oriented methods of project management and digital tools.

Module 6: "Research Methods, Algorithms and Data Structures" (7 ECTS) deepens the knowledge in research design and qualitative and quantitative research methods.

Module 7: The "Data Analytics with R" module (6 ECTS) deepens the analytical competences of the students. They learn the programming language R to perform hands-on data analysis.

Module 8: In the "Business Project in Digital Business Management" practical module (10 ECTS), participants apply research methods and knowledge in specific practical issues including a project with a partner from the corporate world.

Module 9: The "Elective" module (9 ECTS) is a compulsory elective where students can choose from a wide range of subjects, including Data Science with Python, Big Data Analytics, Supply Chain Simulations, Customer Experience Management, New Digital Work, Technology Evaluation, and Predictive Analytics, possibly including courses at partner universities abroad, to enhance their professional skills and knowledge.

Module 10: The Master's thesis (21 ECTS)

[» PDF Download](#)

**A Diploma supplement will be issued**

Yes

**International elements**

- International guest lecturers
- Training in intercultural skills
- Projects with partners in Germany and abroad
- Courses are led with foreign partners

**Description of other international elements**

- International student group
- Cross-national and cross-cultural course contents

**Integrated internships**

- Optional internships can be done during the semester break or as part of a semester of leave.
- Students are encouraged to write their thesis in cooperation with a company / a consultancy.
- Through company contacts, our alumni network, the mentoring programme, excursion weeks, company projects and lecturers from the industry, students are supported in finding internships.

Course-specific, integrated German language courses	No
Course-specific, integrated English language courses	No

## Costs / Funding

Tuition fees per semester in EUR	Varied
Additional information on tuition fees	Since the winter semester 2017/18, international students coming from non-EU countries to pursue a university degree have to pay tuition fees of 1,500 EUR per semester on the basis of the Baden-Württemberg State University Fees Act (LHGebG). A fee of 650 EUR per semester applies for second degree studies.
Semester contribution	Approx. 200 EUR per semester (including regional public transport ticket)
Costs of living	Student life in Pforzheim is cheaper than in most other German university towns. To live here with all the expected expenses (health insurance, rent, etc.), you will need about 700 to 900 EUR per month. A room in a student residence costs about 300 EUR per month, and a meal in the student cafeteria costs about 4 EUR.
Funding opportunities within the university	No

## Requirements / Registration

Academic admission requirements	<p>To be admitted to the Master's in Digital Business Management, you need:</p> <ul style="list-style-type: none"> <li>• a university Bachelor's or "Diploma" degree in business administration or economics (or equivalent) with an overall grade of 2.5 or better (German grading system)</li> <li>• a minimum of 180 ECTS (European Credit Transfer System) credits</li> <li>• proof of 10 ECTS in Quantitative Methods (including 5 Statistics ECTS: If you do not have the 5 ECTS in Statistics, we offer an additional course in advance to achieve them. More information on our "StatUpgrade" course can be found on the programme website.)</li> <li>• 5 ECTS in Business Information Systems</li> <li>• 30 ECTS in Business Administration and/or Economics</li> <li>• letter of motivation (one page)</li> <li>• successful completion of the two-stage application process: written application and (online) interview</li> </ul>
Language requirements	<ul style="list-style-type: none"> <li>• English on a B2 level</li> <li>• or proof of having completed an academic degree programme entirely in English</li> </ul>
Application deadline	<p><b>15 June for entry at the end of September/beginning of October</b> The application deadline applies to both EU and non-EU applicants.</p>

Pforzheim University's online application system is usually opened by the end of April. Applications are reviewed on a rolling basis.

Early applications are welcome!

Submit application to

<https://campus.hs-pforzheim.de/qisserver/pages/cs/sys/portal/hisinoneStartPage.faces>

## Services

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### Accommodation

The student union offers accommodation in student dorms around campus (via "Studierendenwerk Karlsruhe"). Many private rooms are also available in the city of Pforzheim and the surrounding area. The university provides lists of private rooms and apartments via the International Programmes Office.

### Career advisory service

A career fair and various networking events are held on campus every six months.

The university's Career Centre consults MDBM students on the application process and company contacts. Furthermore, it provides its own online platform on which students can find information on internships and job opportunities.

Additionally, we offer a mentoring programme that connects current MDBM students with alumni.

### Support for international students and doctoral candidates

- Buddy programme
- Welcome event

### General services and support for international students and doctoral candidates

- Optional language courses in German on different levels
- Student housing available

### Supervisor-student ratio

A group of a maximum of 25 students ensures a very good supervisor-student ratio and allows in-depth support for individual students.

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## MSc Digital Business Management - Business School Pforzheim – Design Digital Processes and Services and Drive Businesses Forward

The Digital Business Management programme aims to build up basic knowledge of IT management, digital management and digital platforms. In Modern Sustainable Leadership, students learn about change management and intercultural management. One of the main topics will be the acquisition of know-how in the fields of data science, artificial intelligence and data analytics with R to gain new insights.

» more: <https://youtu.be/FCFjseJyevk>

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# Pforzheim University

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Business School Pforzheim, Pforzheim University, Germany

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## The Business School

For nearly 60 years, the Business School Pforzheim has been standing for a well-rounded university education at the highest academic level. Top rankings and the renowned international AACSB accreditation demonstrate that Pforzheim is one of the leading business schools world-wide. Emerged from the “Fachhochschule für Wirtschaft (FWW),” the school offers a wide range of courses consisting of 14 Bachelor’s and 12 Master’s degree programmes. These are clearly aligned with specific job profiles and today’s requirements of employers. In addition, students can obtain additional qualifications during their studies, which will further enhance their profile.

## Pforzheim University

Pforzheim University of Applied Sciences is characterised by its broad range of subjects and its interdisciplinary combination of design, engineering, business and law. Three faculties offer a total of 30 Bachelor’s and 20 Master’s programmes. More than 6,200 students – 3,200 of whom study at the Business School – are taught by 182 professors (96 of them in business and law) and 300 lecturers. In addition to the professors’ research activities, research is organised in seven institutes and several competence centres. Three doctoral programmes, which are run in cooperation with partner universities, provide an opportunity for students to obtain a doctorate.



## University location

### The Economic Region

Pforzheim University is located in the south-west of Germany, close to the state capital – Stuttgart – in one of Germany's strongest economic regions. Companies such as Porsche, Mercedes Benz, Robert Bosch, SAP, Adolf Würth, Carl Zeiss, Trumpf, Hugo Boss or Alfred Kärcher and many hidden champions are based here. For MDBM students, this offers the opportunity to gain practical experience as a working student, to do a voluntary internship during their studies or to write their thesis in cooperation with a company.

### The Black Forest

The city of Pforzheim is located between Stuttgart and Karlsruhe. As the gateway to the northern Black Forest, the city and region also offer a wide variety of recreational and sports activities. Hikes or mountain bike tours through the Black Forest, river surfing on the Black Forest Wave in the middle of Pforzheim, bouldering or many other sports – a wide range of leisure activities can be added to your studies.

For international students, the four seasons are also a reason to come to Pforzheim; the region offers the most hours of sunshine in Germany as well as snow-covered forests for going sledding or cross-country skiing in winter.

## Contact

### Pforzheim University

Business School | Fakultät für Wirtschaft und Recht

Tiefenbronner Strasse 65  
75175 Pforzheim

✉ [mdbm@hs-pforzheim.de](mailto:mdbm@hs-pforzheim.de)

🌐 Course website: [https://businesspf.hs-pforzheim.de/studium/studierende/master/digital\\_business\\_management](https://businesspf.hs-pforzheim.de/studium/studierende/master/digital_business_management)

🌐 <https://de.linkedin.com/in/business-school-pforzheim-547740258>

📷 [https://www.instagram.com/business\\_pf/?hl=de](https://www.instagram.com/business_pf/?hl=de)

📺 <https://www.youtube.com/channel/UCzD7aqRNTtTtq-M83yHtQ5A>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)  
[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

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Consortium for International Higher Education Marketing  
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## Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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