



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Master's degree



Digital Innovation Management (MSc)

Neu-Ulm University of Applied Sciences • Neu-Ulm



Overview

Degree	Master of Science
Teaching language	<ul style="list-style-type: none">English
Languages	English
Full-time / part-time	<ul style="list-style-type: none">full-time
Programme duration	3 semesters
Beginning	Winter semester
Application deadline	EU applicants: 2 May to 31 August for the following winter semester Non-EU applicants: 2 May to 15 July for the following winter semester
Tuition fees per semester in EUR	None
Combined Master's degree / PhD programme	No
Joint degree / double degree programme	No
Description/content	<p>The content of the degree programme is divided into the following subject areas:</p> <p>Digital innovation: We will discuss the key differences between digital and traditional innovation and how innovation can be managed.</p> <p>Management and digital transformation: The effects of digital innovation on factors such as corporate structure and working methods are addressed as well as how these can be managed.</p> <p>Projects: One topic is current challenges that practice partners deal with. Furthermore, currently</p>

implemented or planned solutions from practice are discussed.

Soft skills: Interdisciplinary skills are developed, such as the following: How do I moderate a topic? How do I conduct negotiations? How do I proceed in a consulting project?

Methods: You will learn how to use creativity techniques and innovation games beneficially. Furthermore, you will practice analysing scientific papers and writing your own scientific papers.

Course Details

Course organisation

First semester

- Introduction to Digital Innovation
- Digital Innovation Strategy
- Digital Transformation & Entrepreneurship
- Strategy and Performance Management
- Consulting
- Digital Business Models & Approaches

Second semester

- Innovation Project
- Introduction to Artificial Intelligence
- Organisation and Processes
- Design for Digital Innovation
- Digital Innovation in Industry
- IS Research

Third semester

- Interpersonal Skills
- Academic Writing
- Master's thesis and seminar

International elements

- Projects with partners in Germany and abroad
- International comparisons and thematic reference to the international context

Course-specific, integrated German language courses

No

Course-specific, integrated English language courses

No

Costs / Funding

Tuition fees per semester in EUR

None

Semester contribution

The fees are around **100 EUR per semester**

You will be informed of the exact amount with your letter of acceptance.

Costs of living Taking all aspects of daily life into account, students have to expect expenses of approximately 1,000 EUR per month.

Funding opportunities within the university No

Requirements / Registration

Academic admission requirements Completed university studies with at least 210 ECTS (those with fewer ECTS please see [University degree does not reach 210 ECTS](#))

Grade 2.5 or better

15 ECTS from the field of IT management, information technology (IT) as well as business administration

*Alternatively, oral exams (30 minutes each) can be taken at Neu-Ulm University.

Ideally, applicants also have knowledge of business administration.

The programme is "approval-free".

[Application process and FAQ](#)

[Application steps and application portal](#)

Language requirements Very proficient **English** skills are required on level B2 or higher (Common European Framework of Reference for Languages). Level C1 is recommended in the event that the student intends to spend one semester abroad.

Non-native speakers need to prove basic **German** language skills (level A1). The A1 certificate can be submitted until the end of the first semester.

Application deadline EU applicants:
2 May to 31 August for the following winter semester

Non-EU applicants:
2 May to 15 July for the following winter semester

Submit application to <https://campus.hnu.de/qisserver/pages/cs/sys/portal/hisinoneStartPage.faces>

Services

Support for international students and doctoral candidates

- Welcome event
- Buddy programme
- Cultural and linguistic preparation

General services and support for international students and doctoral candidates Contact for application, admission, enrolment:
Peter Marquetand
Peter.Marquetand@hnu.de

Phone: +49 73197622003

General study counselling, e.g. for study orientation, study planning:
studium@hnu.de

Contact for academic questions, content-related:
Prof Dr Arne Buchwald
arne.buchwald@hnu.de
Phone: +49 73197621532

Contact after enrolment (tips for housing, social life, funding and formalities in Germany):
incoming@hnu.de

The International Office of HNU is there for international students' questions and problems. You can find detailed information here: <https://www.hnu.de/en/international/international-degree-seeking-students>

Check out our video: <https://youtu.be/nwgq8jCKt7M>



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Roland Kudor
DIM student

Digital innovations are a central component of increasing digitisation. With this degree programme, you feel prepared for these changes and gain a future-oriented perspective. We are prepared with theoretical content as well as practical methods for dynamic, increasingly digitally-oriented positions and even gain insights into several companies in the second semester, where we can participate in the implementation of innovation-specific topics ourselves.

— Neu-Ulm University of Applied Sciences —



The two main buildings of HNU

© HNU

The Hochschule Neu- Ulm (HNU) is an international business school for innovation, sustainable entrepreneurship and digital transformation.

We educate

- internationally experienced,
- solution-oriented thinking,
- responsibly acting,

shapers of the future.

Intensive cooperation with companies in a dynamic economic region and the competence of the professors stand for high quality in applied research, practice-oriented teaching and innovative transfer.



University location

Neu-Ulm is a young, modern city with more than 60,000 inhabitants. Lively urban hustle and bustle and rural idyll coexist here.

Contact

Neu-Ulm University of Applied Sciences
Information Management

Prof Dr Arne Buchwald

Wileystr. 1
89231 Neu-Ulm

✉ arne.buchwald@hnu.de

🌐 Course website: <https://www.hnu.de/en/studies/degree-programmes/masters-programmes/digital-innovation-management-msc?logintype=&noext=1&cHash=eadf201d44a78cbf9c0eb06530e99941>

📘 <https://www.facebook.com/HochschuleNeuUlm>

🌐 <https://www.linkedin.com/school/15142615>

📷 https://www.instagram.com/hochschule_neu_ulm/

📺 <https://www.youtube.com/channel/UCSm55exzvDBeusbAErPkesw>

Last update 08.09.2024 20:26:20

International Programmes in Germany - Database

www.daad.de/international-programmes
www.daad.de/sommerkurse

Editor

DAAD - Deutscher Akademischer Austauschdienst e.V.
German Academic Exchange Service
Section K23 – Information on Studying in Germany
Kennedyallee 50
D-53175 Bonn
www.daad.de

GATE-Germany

Consortium for International Higher Education Marketing
www.gate-germany.de

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".

The publication is funded by the German Federal Ministry of Education and Research and by contributions of the participating German institutions of higher education.



Federal Ministry
of Education
and Research