

Business 



Master

# Digital Business Innovation and Transformation



# DIGITAL BUSINESS INNOVATION AND TRANSFORMATION

## Coordinate and manage digital transformation

As change agents, our graduates will guide companies into the future. They have the skills needed to coordinate and manage digital transformation in any industry. Furthermore, they will have what it takes to develop new digital business models. This master degree programme focuses on the required business administration skills, in combination with core competences such as communication, cooperation, data mining and design thinking.

### THE KEY TO SUCCESS: THEORY + PRACTICE + RESEARCH



#### Target group

You are an Austrian or international student who wants to develop specific transformational capabilities that enable you to manage and support digitalisation processes in various corporate environments. As a change agent in corporate digital transformations you will build the digital business models of the future.



#### Careers

As a graduate, you are able to understand the specific requirements placed on digital business models in all phases of the value creation process. This means that you will be able to plan, manage and comprehensively drive forward the digitalisation of production, service and sales processes.



#### Programme details

The skills students acquire as experts in business process innovation are based on a combination of business administration expertise with IT and transformation management know-how. In addition, key competences including communication, cooperation, problem solving and design thinking play major parts.

# HIGHLIGHTS

The concepts of traditional business-related subjects are linked with new approaches developed in light of digital transformation and innovation.

## Business Administration Qualifications

Business Models and Analysis, Digital Business Essentials, Digital Business Processes and Strategies, Transformation Management, Innovation Methods and Controlling, Leading Digital Transformation and Innovation, Risks and Laws

## Digital Transformation Qualifications

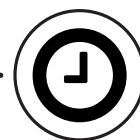
Digital Trends and Digital Innovation, Data Management and Data Analysis (including Human-Computer-Interaction)

## PROSPECTIVE STUDENT ADVISORY SERVICE

T: +43 2732 802 222

E: [information@fh-krems.ac.at](mailto:information@fh-krems.ac.at)

## AT A GLANCE



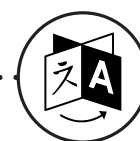
### Format

Part-time | Friday - Saturday

The lectures usually take place on Friday from 2 p.m. and Saturday. There is one block week per semester.

### Four semesters

Two years



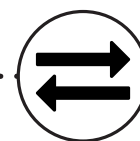
### Language of instruction English

This prepares you for a career in a multi-cultural environment.



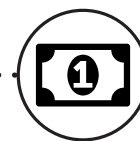
### Academic degree

Master of Arts in Business (MA),  
120 ECTS



### Admission

An undergraduate degree programme in a relevant business or technical discipline or an equivalent degree with a workload of at least 180 ECTS at a recognised institute of higher education in Austria or abroad. Proof of English language proficiency (Common European Framework of Reference for Languages level C1)



### € 363.36/semester

This is your study fee that you pay as an EU/EEA citizen plus a student union fee.

# Curriculum Part-time

Semester I	H	ECTS
Digital Business Processes and Strategies		
Business Models and Analysis		
Digital Business Analysis	2	4
Global Business Models	2	4
Digital Business Essentials		
Digital Trends	2	4
Strategy and Organisational Design	2	3
Digital Trends and Digital Innovation		
Digital Process Management & Innovation	2	4
Innovation Theories	2	3
Data Management and Data Analysis		
Data Management and Data Analysis I	2	4
Research and Master Thesis		
Research Methods	2	4

Semester II	H	ECTS
Data Management and Data Analysis		
Data Management and Data Analysis II	2	4
Digital Trends and Digital Innovation		
Digital Transformation and Process Management	2	4
Digital Business Processes and Strategies		
Digitalisation of Value Chains	2	4
Transformation Methods		
Human Centred Innovation	2	4
Innovation Controlling	2	4
Leading Digital Transformation and Innovation		
Project Management	2	4
Change and Transformation Management	2	4
Research and Master Thesis		
Master Thesis Coaching Seminar	1	2

Semester III	H	ECTS
Data Management and Data Analysis		
Data Management and Data Analysis III	2	3
Human-Computer-Interaction	2	3
Digital Business Processes and Strategies		
Human Development and Communication	2	3
Leading Digital Transformation and Innovation		
Innovation Lab	4	6
Transformation Methods		
Corporate Foresight	2	3
Research and Master Thesis		
Master Thesis (I)	0	12

Semester IV	H	ECTS
Data Management and Data Analysis		
Data Management and Data Analysis IV	2	3
Digital Trends and Digital Innovation		
Digital Leadership	2	3
Ethics	1	2
Digital Trends and Innovation	2	2
Digital Business Processes and Strategies		
Legal Awareness	2	3
Corporate Risk Management	1	2
Research and Master Thesis		
Master Exam	0	5
Master Thesis (II)	0	10

Subject to possible alterations.

[www.fh-krems.ac.at](http://www.fh-krems.ac.at)

