FH KREMS
UNIVERSITY OF APPLIED SCIENCES

Digitalisation & Engineering

MASTER

DIGITAL BUSINESS INNOVATION AND TRANSFORMATION

Become a change agent! After your master's degree, you'll lead your company into the future. You'll be able to coordinate and direct digital transformations, no matter what the industry. Because the future is digital.

www.fh-krems.ac.at

DIGITAL BUSINESS INNOVATION AND TRANSFORMATION

The part-time master programme focuses on key business administration skills combined with expertise in digitalisation and innovation, as well as the ability to understand, motivate and lead people.

AT A GLANCE

Part-time

Friday - Saturday

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

English

The language of instruction is English. This prepares you for a career in a multi-cultural environment.

Four semesters

The degree programme lasts two years, with a total workload of 120 ECTS. Graduates receive the academic degree of Master of Arts in Business (MA).

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).

Study fee

EU/EEA citizens pay a study fee of EUR 363.36 per semester, plus the student union fee.

HIGHLIGHTS

Re-imagine the business world! During your studies you'll ask yourself how you can advance digitalisation and innovation in your company based on basic economic principles.

Digital transformation

Where are we headed in this digitalised world? Get a holistic perspective of new technologies and work out how you can use digitalisation to add value to your business.

Opportunities of digitalisation. Developments such as automation, the sharing economy, prosumerisation – the growing professional demands of users on products and services – as well as smart services are only a few of the trends you'll deal with in depth. You'll also learn how to integrate digital processes into your corporate strategy and how your company can benefit from continuous improvement processes, right through to the development of innovative business processes. On the other hand, you will also deal with the effects of digitalisation on society and the economy and learn to assess the associated opportunities and risks. In this regard, you'll discuss how you can ensure that today's workforce meets tomorrow's needs. This means taking a close look at the conditions for digital work. For example, you'll deal with communication and collaboration among remote teams.

The power of data. During your studies you will come to realise the importance of data for the digitalisation of business models. You'll look at data generation, data management, data analysis and data visualisation. But data protection and governance play equally crucial roles, as do the appropriate tools and processes for optimal data management.

Let the data speak to you! You will naturally also learn how you can benefit from data – especially for Industry 4.0, the Internet of things (IoT) and digital services. Big data analysis and data mining are two terms that come up a lot.

Innovation 4.0

It will soon become obvious to you that digitalisation and innovation go hand in hand. That's why you'll also deal with the key well-established and new innovation models. You'll learn digital approaches that you can use to increase innovation in your company.

Digitalisation calls for change: You'll deal with organisational forms that promote innovation, and learn to transcend restrictive structures in traditional organisations. During your studies you'll acquire tools that will help you to successfully manage digital change processes. Because professional project and change management are indispensable when implementing a digitalisation process. You'll also learn how to make the most of internal and external trends and developments. Based on your analyses, you'll design scenarios to ensure that your company is well-positioned to face the future.

Embedding innovation in your corporate culture: You'll also study human-centred innovation – especially design thinking – and learn about the underlying process in depth. Learn to walk the walk – that's the idea! It's a matter of identifying non-intuitive behaviour and reacting to it as quickly as possible with a prototype or a minimum viable product. Then you ask your users for feedback – and incorporate it immediately. This succinct process is then repeated several times.
In the Innovation Lab, you and your classmates will apply this approach to creatively, efficiently and effectively solve problems for real-world projects.

CURRICULUM

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

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

Semester III	H	ECTS
Human Development and Communication	2	3
Innovation Lab	4	6
Data Management and Data Analysis III	2	3
Human-Computer Interaction	2	3
Master Thesis (I)	0	12
Corporate Foresight	2	3

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

Subject to possible alterations (Version 1/2020)

A VERY PERSONAL STORY: DIGITISATION AS A COMMON THEME IN ENTREPRENEURSHIP

Sebastian Kehrer worked for an IT company for seven years after graduating from HTL Salzburg for Electronics and Computer Engineering and completed his bachelor's degree part-time. After completing his master's degree in Digital Business Innovation and Transformation at IMC FH Krems, he founded his own company.

Digitisation in SMEs

I decided to do a master's degree programme because I was already involved in the digitisation of small and medium-sized companies (SME) during my bachelor studies and wanted to deepen my knowledge. Since in practice the change of organisations turned out to be particularly complex, a master's degree programme which focuses on innovation and transformation of companies was exactly what I was looking for.

Modern methods and practical relevance

On the one hand, the highlights of the course are working with the latest methods and concepts – such as DesignThinking, Lego SeriousPlay or Ambidexterity – to shape companies. On the other hand, it is the lecturers who either have a long-standing, relevant practice background or are themselves still active in practice.

Innovation and creativity

Today, I benefit most from the innovation and creativity methods that attract a lot of business attention, as well as from the methodological skills to question the status quo and rethink things completely. This also includes trying yourself as an entrepreneur.

Modern entrepreneurship

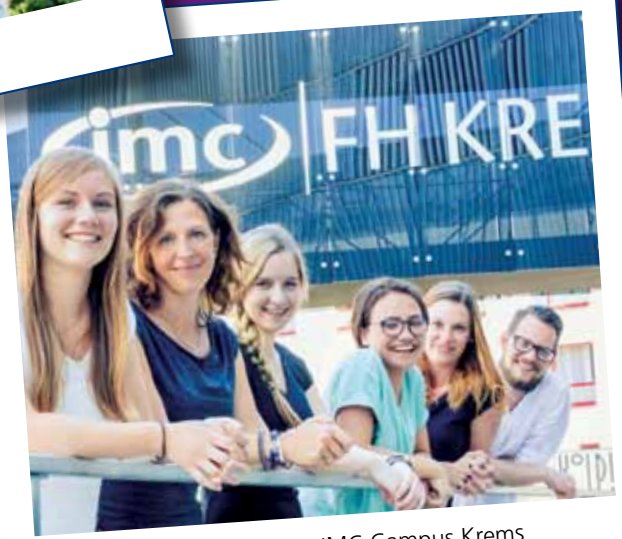
I am already working on my plans for the future. My goal is to develop solutions that help shape a new kind of business, rewriting the rules for businesses and organisations at all levels.

If you want to get in touch, I'll be glad to help.

More stories: www.fh-krems.ac.at

Terrific landscape and safe environment

Very personal atmosphere



State-of-the-art facilities on IMC Campus Krems

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