Dear prospective student,

The digital transformation is already shaping the economy in a wide variety of ways – from start-ups through small and medium-sized enterprises, to large international corporations. Whether Industry 4.0, the Internet of Things, e-commerce or new, digital business models, digitalisation offers excellently trained professionals abundant opportunities to help shape the future.

As the Hochschule der Bayerischen Wirtschaft, we have made it our mission to make a lasting contribution to securing the skilled workforce of the future by offering interdisciplinary master’s courses. The comprehensive, practical focus of the degree courses is important to us. This means you can put your acquired skills directly to use in project work and benefit from our excellent networking with business.

In this magazine you will find introductory information about our private, state-approved University of Applied Sciences as well as tips about studying for a master’s at HDBW.

If you have any further questions, we would be happy to discuss these with you in a personal conversation.

»WE DON’T SOLELY FOCUS ON YOUR GRADES, IT’S YOUR PERSONALITY THAT COUNTS.«
THE FUTURE IS SHAPED IN THE PRESENT.
GET YOUR PRACTICAL EDGE!

Would you like to understand, help shape and optimise the world of business of the future? Then our master’s programmes in digitalisation are just the thing for you! Together with international experts from the university sector and real-world business, we have developed new, forward-looking concepts to prepare you for your professional future.

1. We take care of your individual needs

You will always work in small learning groups, which make up the pleasant and personal learning atmosphere at HDBW, so you can benefit from optimal teaching of the content of the course. You will have the opportunity to prove and develop yourself in discussions, group work and presentations. Your personal mentor will be on hand in every phase of your studies to answer all your questions and help you with your professional orientation and hone your own profile. This will make it easier for you to get a position in the industry that suits you best after graduating!

2. We secure your practical edge

Throughout your master’s programme, you will benefit from a constant practical focus thanks to our close networking with numerous trade associations as well as Bavarian and international companies from a wide range of sectors. Business, technology and especially digitalisation are now interlinked in almost all real-world working contexts. That’s why thinking outside the box is more in demand than ever before. Which is why we offer courses on a variety of the technical and economic aspects of digitalisation. Our interdisciplinary courses prepare you for the future challenges of the real world.

3. We’ll make you into a crossover talent

Interdisciplinary, application-focused Master’s programmes at the intersection between business and technology. Interact with professors who have years of experience in business and the corresponding business networks. Practical project work and master theses.

Entry requirements:
• A bachelor’s degree, ideally 210 ECTS, but at least 180 ECTS, depending on the master’s degree.
• For those who have a bachelor’s with 180 ECTS, individual arrangements are made before the course starts to provide the missing ECTS credits.
• B2 language level in the respective language of instruction
• Successful admission interview

Application process:
1) Submit application documents:
• HDBW application form
• Motivation letter
• Tabular Curriculum Vitae
• Proof of bachelor’s degree
2) Personal interview with professors

Application deadlines:
• Winter semester: 30 September
• Summer semester: 14 March

Duration of semester / lecture period:
• Winter semester: from October 1st to March 14th.
• Lecture times: Beginning of October until end of January
• Summer semester: from March 15th to September 30th.
• Lecture times: Mid-March to mid-July

Tuition fees, monthly:
• €650 for full-time students
• €390 for part-time students

All courses and examination fees are already included.

Study period:
• 3 semesters full-time studies
• 5 semesters part-time studies

Munich Student Union:
As a student at the state-approved HDBW, you will receive the following benefits from membership in the Munich Student Union, as do students at state colleges and universities:
• semester ticket
• student housing
• advisory services
• cultural programme
You can find the current semester fee here:
http://hdbw-hochschule.de/semesterticket-studentenwerk-muenchen/
DEVELOP THE DIGITAL BUSINESS OF TOMORROW!

»HDBW MASTER’S IS BASED ON THE CURRENT NEEDS OF BUSINESS. ITS MAIN FOCUS MAKES IT UNIQUE IN GERMANY AND AT THE EUROPEAN LEVEL.«

Prof. Carsten Burtsch | HDBW Programme Director Business Administration and Vice President for International Development and Executive Education

» COMBINE DIGITALISATION WITH ENTREPRENEURSHIP!«

Digitalisation is the foundation and integrated component of the teaching units and sharpens your eye for current and future trends. Since the booming start-up scene in many industries is driving digitalisation forward, the master’s programme is also dedicated to the topic of entrepreneurship. Future-thinking trends are seized and you learn to design your own business models that you can apply to conquer the market. With a unique combination of digital understanding and entrepreneurship, we have created a master’s programme that puts you in the best position for your future.

 THIS AND MORE AWAITS YOU:

- Taught in English with an international focus
- New digital business models
- Innovative entrepreneurship
INNOVATIVE AND CHALLENGING,
WITH PERSONAL AND INDIVIDUAL
SUPPORT – I AM MORE THAN
READY FOR THE PROFESSIONAL
WORLD!«

Carolin List
| HDBW Master’s graduate in Digital Business Modelling and Entrepreneurship

KEY FACTS AT A GLANCE*

Entry requirements:
Bachelor’s degree in either of the following:
• Business Administration
• Industrial Engineering
• Economic Computer Science
• Computer Science
Please enquire for other degrees

Teaching language:
English

Degree:
Master of Arts (MA), state-recognised

A MASTER’S DEGREE IN 3 SEMESTERS

1st semester
- Principles of Business Modelling (5 ECTS)
- Digital Culture, Trend Analysis and Creative Combination (5 ECTS)
- Principles of Business IT (5 ECTS)
- Principles of Entrepreneurship for Start-ups (5 ECTS)
- Principles of Business Law for Entrepreneurs (5 ECTS)
- Strategy and Innovation Management (5 ECTS)

2nd semester
- Digital Value Chain Management (5 ECTS)
- Creating and Managing Customer Experience (5 ECTS)
- Business Analytics and Data Management (5 ECTS)
- Digital Marketing (5 ECTS)
- Entrepreneurial Finance and Financial Planning (5 ECTS)
- Product and Service Design (5 ECTS)

3rd semester
- Intrapreneurship and Change Management for Digital Enterprises (5 ECTS)
- Management of Heterogeneous Teams over Corporate Lifecycles (5 ECTS)
- Master’s thesis and final examination (30 ECTS)

SHAPING THE DIGITAL FUTURE!

With the unique European Master’s degree in Digital Business Modelling and Entrepreneurship, you have the necessary corporate management, strategic and process perspective as well as the technological knowledge to develop and implement lasting digital visions. You keep both the customer and the competitive edge of the company in mind. Get started with your own ideas!

Possible areas of application include:
• Digital Transformation Manager
• Digital Services Manager
• Company Building / Venture Capital for innovative business models
• Founder of your own digital business models / company

* For additional information about your HDBW master’s degree in Munich, see our summary on p. 06 / 07!

Do you have more detailed questions about the study modules? Then get in touch!
COMPANIES ARE CURRENTLY EXPERIENCING A COMPLETELY NEW ECONOMIC REVOLUTION AS A RESULT OF PROGRESSIVE DIGITALISATION. THIS IS EXACTLY WHERE EXPERTS ARE NEEDED TO HELP SHAPE THIS INDUSTRIAL TRANSFORMATION.

➜ NETWORKED WORKSPACES!

The digital transformation in factories is in full swing, the age of Industry 4.0 has begun and professionals who can develop digital ideas and effectively implement them are in demand everywhere. The master’s programme in Digital Factory and Operational Excellence makes you a perfect fit for this future-oriented market. You will learn how to look at value chains from a business, IT and process perspective. In addition to lean production optimisation methods, the course also focuses on digital applications in factory planning. You will learn business administration methods of ergonomics, investment theory and decision theory, as well as the basic principles of labour law. You will get to know classical analysis and design methods as well as digital instruments for the planning and optimisation of production and logistics areas. You will gain insight into digitalisation of the value chain in lectures on technology — from Smart Logistics and Big Data to process simulation and Industry 4.0. The programme of study is rounded off by an examination of the special characteristics of international and intercultural project work.

MANAGE A SMART FACTORY!

THIS AND MORE AWAITS YOU:
• Digital factory planning
• Value chain optimisation
• Investment and decision theory, and employee management
Digitalisation is already changing the processes in companies from the ground up. For this transformation to succeed, we are always on the lookout for excellently trained graduates who can help drive it forward.

Oliver Plank | Head of Operations / Authorized signatory by GKN Aerospace Deutschland GmbH

Welcome to Industry 4.0!

Work on bringing about the digital transformation – be part of the success! The Digital Factory and Operational Excellence master’s programme qualifies you for this booming field. Here you can demonstrate your willingness to optimise, your organisational talent and the economic and technological know-how you have acquired.

Possible areas of application include:
- Manager in production and logistics
- Supply chain manager
- Lean manager
- Industrial engineering
- Management consultant

Do you have more detailed questions about the study modules? Then get in touch!
SAFEGUARD
THE DIGITAL FUTURE!

MORE AND MORE COMPANIES AND ORGANISATIONS ARE LOOKING FOR CYBER PROFESSIONALS. IN THE CYBER SECURITY MASTER’S PROGRAMME YOU WILL LEARN ABOUT THE VARIOUS FORMS OF DIGITAL RISKS, THREATS, AND VULNERABILITIES. YOU WILL DEVELOP A CLEAR UNDERSTANDING OF CYBER ATTACKS AND HOW THEY CAN BE DETECTED AND PREVENTED. FURTHERMORE YOU WILL GET A PRACTICAL KNOWLEDGE OF ESSENTIAL TECHNOLOGIES, STRATEGIES, AND TOOLS INCLUDING USING AI METHODS.

➤ BECOME AN IT SECURITY PROFESSIONAL!

During your master’s degree you will acquire extensive knowledge and skills in the field of cyber security. The programme covers a wide range of topics, from encryption, security and threat assessment of different system and network architectures, disaster recovery procedures and application lifecycle protection – from design to end-of-life. And since artificial intelligence is becoming more and more important, your studies will teach you the latest uses of AI and their varied application possibilities. Besides computers and the Internet, cyber security affects all information technology connected to the Internet and comparable networks. This includes operational technologies for industrial plants and public utility networks, including associated applications, processes, communications and processed information. In addition to the technical dimension, you will also learn about the most important organisational and legal aspects, both in a national and international context, as well as the necessary governance and compliance requirements. In this application-oriented master’s you can specialise in two directions: in technology or in organisation and management.

THIS AND MORE AWAIT YOU:
• Analysis of potential risks and threats
• Information technology and operational technologies
• Specialisation in technology or organisation and management
KEY FACTS AT A GLANCE

Entry requirements:
Bachelor's degree in either of the following:
- Computer Sciences
- Economic Computer Sciences
- Industrial Engineering
- Electrical Engineering / Information Technology

Please enquire for other degrees

Teaching languages:
German with English

Degree:
Master of Science (MSc), state-recognised

A MASTER'S DEGREE IN 3 SEMESTERS

1st semester
- Introduction to Cyber Security (5 ECTS)
- Cryptography (5 ECTS)
- Computer systems & Networks (5 ECTS)
- System Analysis & Hardening (5 ECTS)
- Application Development & Security Lifecycle (5 ECTS)
- Python & Go / Human Factors in CySe / Ethics / Soft Skills (Project Management, Storytelling, Communication) (2 × 2.5 ECTS)

2nd semester
- Security Aspects in Application Areas (Industrial Internet, IoT, Mobile and Cloud, ... ) (5 ECTS)
- Legal Aspects & Privacy (5 ECTS)
- Seminar: Current topics of Cyber Security (5 ECTS)
- Maturity Models (5 ECTS)
- Security Governance & Compliance (5 ECTS)
- Security Management (5 ECTS)
- Intrusion Detection & Digital Forensics (5 ECTS)
- System & Network Security (5 ECTS)
- AI Methods (5 ECTS)

3rd semester
- Incident Management & Disaster Recovery (5 ECTS)
- Requirements Engineering & Threat Modelling (5 ECTS)
- Master's thesis and final examination (30 ECTS)

For additional information about your HDBW master's degree in Munich, see our summary on p.06 / 07!

BECOME A BEACON OF SAFETY IN TURBULENT WATERS!

Dependence on multiple, complex, interacting digital systems is growing day-by-day. Vehicles, infrastructures, industrial control systems, financial flows and medical devices are now part of the cyber domain and therefore exposed to a variety of dangers. Adding AI into the mix results in completely new, disruptive developments that present companies with major challenges.

After completing your master's degree in Cyber Security, you will be able to protect structures and information in a position of responsibility and put technical and organisational concepts into practice.

Possible career paths with a Master of Cyber Security degree:
- Auditing and improvement of existing IT infrastructures taking account of cyber security aspects
- Development and operation of secure systems and applications in cyberspace
- Introduction and overhaul of cyber infrastructures in environments with increased protection requirements
- Prevention of attacks, use of detection mechanisms and reaction to security incidents
- Information Security Officer

Do you have more detailed questions about the study modules? Then get in touch!
Since the invention of the Internet and the World Wide Web, new fields of application have emerged at a rapid pace in a wide variety of industries. In addition, existing businesses and processes are being digitalised and networked via the Internet (‘digital transformation’). Whether the Internet of Things (IoT), Industry 4.0, Smart Grid, e-commerce or autonomous systems, the origin of such developments often lies in technical innovations in hardware and software. Such complex solutions can only be developed specifically with an understanding of economic interrelationships. The Digital Technologies master’s programme is aimed at precisely those engineers who can understand and develop such innovative, digital solutions, but who are at the same time able to bridge the gap with the underlying business. The course therefore focuses on the essential digital technologies, concepts and methods and combines them with the economic tools of the trade. Whether you want to found a start-up, become a product manager at a cloud provider or a digital transformation consultant, you can gain your digital know-how here.

You will learn the technological foundation of digital business and digital business processes with plenty of real-world practical focus. This foundation includes the World Wide Web as the development platform for Internet-based applications, Big Data and analytics methods, programming mobile apps, artificial intelligence methods, agile development methods, as well as the design of user interfaces. The course is rounded off by the essential tools for founding and expanding start-ups, in particular business planning, finance, organisation, marketing and IT law.

SMARTPHONES, APPS, THE CLOUD, ARTIFICIAL INTELLIGENCE, INTERNET OF THINGS, BIG DATA AND THE INTERNET HAVE A DECISIVE INFLUENCE ON THE DEVELOPMENT OF THE ECONOMY AND ARE DRIVING INNOVATION AND COMPANY START-UPS. DO YOU WANT TO SHAPE YOUR PROFESSIONAL FUTURE IN THESE EXCITING AREAS?

→ COMBINE ENGINEERING KNOWLEDGE AND ECONOMIC EXPERTISE!

THIS AND MORE AWAITS YOU:
- Understand and develop WWW, AI, Big Data and apps
- Tools of the trade for digital business
Digital solutions enable new business models or optimise existing businesses and processes. They are therefore very closely linked to the corporate purpose. The industry is looking for people who can span the spectrum from technology and business to marketing – in the Digital Technologies master’s programme you will therefore be optimally trained for your digital career. All doors will be open for you afterwards.

Possible areas of application include:
- Consultant for digital business models / digital transformation
- Cloud evangelist
- Start-up founder
- Product Manager for digital products
- Web architect

For additional information about your HDBW master’s degree in Munich, see our summary on p. 06 / 07!

»IF YOU WANT TO SHAPE THE FUTURE OF BUSINESS YOU NEED SOUND DIGITAL KNOW-HOW. IN THE DIGITAL TECHNOLOGIES MASTER’S PROGRAMME, WE TEACH THE NECESSARY KNOWLEDGE AND SKILLS WITH A FOCUS ON PRACTICAL EXPERIENCE. DRIVE FORWARD THE DIGITAL TRANSFORMATION OF THE ECONOMY!«

Prof. Norbert Fritsche | Department of Engineering HDBW Munich

BRING IDEAS TO THE MARKET!

Digital solutions enable new business models or optimise existing businesses and processes. They are therefore very closely linked to the corporate purpose. The industry is looking for people who can span the spectrum from technology and business to marketing – in the Digital Technologies master’s programme you will therefore be optimally trained for your digital career. All doors will be open for you afterwards.

Do you have more detailed questions about the study modules? Then get in touch!
We are on hand from the very first day:
You can look forward to individually tailored courses of studies with small teams and one-on-one coaching – always as equals and in direct contact with excellent professors with practical experience.

Information & Contact:
- hdbw-hochschule.de
- +49 89 456 78 45 – 11
- info@hdbw-hochschule.de

Are you looking for a university to get a digital head start in business?
Earn your master’s at the Hochschule der Bayerischen Wirtschaft in Munich!

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Master’s!
GUIDE TO STUDYING AT THE HOCHSCHULE DER BAYERISCHEN WIRTSCHAFT

| Specialise in the exciting field of digitalisation |
| Study full-time or part-time for a practical master’s programme |

Private | Practical focus | Close to business | State-recognised
Konrad-Zuse-Platz 8, D – 81829 München