

Study and Examination Regulations for the Master's Degree Programme Digital Innovation Management at the Neu-Ulm University of Applied Sciences

27 April 2021

The following text is a commentary in English language on the Study and Examination Regulations for the Master's Degree Programme Digital Innovation Management at the Neu-Ulm University of Applied Sciences, helping you to understand the contents of the German document. The legally binding text remains the German version. Please refer to the German text if possible or seek advice in case of uncertainties.

Based on Art. 13 Sect. 1 Cl. 2 and Art. 61 Sect. 2 Cl. 1 and Sect. 8 Cl. 2 of the Bavarian Higher Education Act (*Bayerisches Hochschulgesetz: BayHSchG*) of 23 May 2006 (Law and Ordinance Gazette p. 245, BayRS 2210-1-1-WFK) in conjunction with Art. 1 Sect. 2 of the State Examination Regulations for the Universities of Applied Sciences in Bavaria (*Rahmenprüfungsordnung für die Fachhochschulen in Bayern: RaPO*) of 17 October 2001 (Law and Ordinance Gazette p. 686, BayRS 2210-4-1-4-1-WFK) according to the respective valid version, the Neu-Ulm University of Applied Sciences (hereafter: University) issues the following regulations:

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§ 1 Purpose and Scope of the Study and Exam Regulations

¹These Study and Examination Regulations fulfil and supplement the requirements of the State Exam Regulations for the Universities of Applied Sciences in Bavaria (*Rahmenprüfungsordnung für die Fachhochschulen in Bayern RaPO*) and the General Examination Regulations at the Neu-Ulm University of Applied Sciences in their respective valid version. ²They contain regulations for studying and examinations in the Master's degree programme Digital Innovation Management (DIM) Neu-Ulm University of Applied Sciences (HNU).

§ 2 Programme Qualification Objectives and Qualification Requirements, Academic Degree

- (1) ¹The Digital Innovation Management programme qualifies graduates to take on tasks relating to the organisation, management and communication of digital innovation within organisations. ²In particular, participants learn management skills (e.g. strategy development, planning and design, organisation and control) for the development and implementation of digital innovation within existing areas of business for particular organisations, across sectors and in cooperation with external innovation networks. ³To achieve this, students are taught the entire process of strategy development, digitalisation potential identification, linear and cyclical innovation process development and optimisation, digital innovation project management and innovation network establishment and use. Students also develop the relevant interdisciplinary and cross-sectional skills.
- (2) ¹This programme primarily trains students to take on positions in the areas of business analysis and business development, consulting and coordinating functions and positions in project- and team management relating to digital innovations. ²It equips students with the skills necessary to organise and manage digital innovation as well as take on the related communication, both internally and externally. ³As digital innovation will affect industries across all sectors in the long term, we equip our students with the necessary skills to begin a career in a wide variety of industries and other organisations, including the public sector. ⁴The broad spectrum of basics covered in this programme (eg digital strategy, organisation and processes, data-driven business models, innovation projects), coupled with the methodological and cross-sector skills our students acquire, also prepares our graduates for pursuing a further academic career in fields such as business information systems or information management.
- (3) ¹ In addition to the aspects of theoretical basics and methodology taught in this programme, students are also exposed to problem-solving for issues relating to professional practice, ²the basis of which is formed by pedagogical instruments such as case studies and project work. ³An innovation project serves to reinforce the practical relevance for the students, as does the in-depth examination of digital innovation in typical areas of application such as Industry 4.0, in which students apply and expand their acquired skills and knowledge in cooperation with various companies. ⁴This programme not only equips students with expertise in their field; it also promotes personal development and the acquisition of leadership skills. ⁵Students acquire social and methodological skills in addition to their technical skills.
- (4) The qualification and admission requirements are stipulated in the currently valid version of the Regulations on Admission, Enrolment, Leave of Absence, Re-Registration, and Deregistration Procedures at the Neu-Ulm University of Applied Sciences from 25 January 2016; the remaining conditions of the enrolment regulations apply accordingly.
- (5) There is no requirement for the Master's programme to run with fewer than 15 first-year

students.

(6) Upon successful completion of the Master's examination, the Neu-Ulm University of Applied Sciences awards graduates the academic degree of "Master of Science" (MSc).

§ 3 Structure and Official Length of Degree Programme

(1) This is a full-time degree programme.

(2) ¹The official length of programme is three semesters. ²This encompasses the theoretical semesters and the examinations, including the Master's thesis.

(3) ¹Credits are awarded for each passed module exam. ²The total number of credits to be earned is 90 ECTS.

(4) ¹The first semester is dedicated to imparting in-depth knowledge in the area of strategic management, in particular digital strategy, structural and procedural organisation for digital innovation, digital business models and consulting methods including the relevant scientific fundamentals in the field. ²During the second semester, students practice the skills they acquired in the first semester within the scope of innovation projects and exposure to typical areas of application in the field of digital innovation, becoming familiar with various practical challenges and approaches. ³At this stage, students also acquire knowledge in the field of artificial intelligence and the digital innovation design process and learn about the topics of digital transformation and entrepreneurship associated with digital innovation. ⁴Another component of the second semester is becoming familiar with scientific-methodical work. ⁵In the third semester, students cover relevant cross-sectional topics and complete their Master's thesis.

(5) All lectures and examinations are held in the English language.

§ 4 Curriculum

for the Master's programme DIM from the 2021/2022 (20212) winter semester

No.	Module	Type of course	ECTS	Hr/Wk			Module requirement
				1	2	3	
1	Introduction to Digital Innovation	SC, Ex	5	2			MR (1 SP)
2	Digital Innovation Strategy	SC, Ex	5	2			MR (1 SP)
3	Digital Transformation and Entrepreneurship	SC, Ex	5	4			MR (1 Pf)
4	Strategy and Performance Management	SC	5	4			MR (1 E)
5	Consulting	SC, PP	5	2			MR (1 SP)
6	Digital Business Models and Approaches	SC	5	2			MR (1 Pf)
7	Innovation Project	SC, PP	5		4		MR (1 SP)
8	Introduction to Artificial Intelligence	SC	5		2		MR (1 E)
9	Organization and Processes	SC	5		2		MR (1 SP)
10	Design for Digital Innovation	SC, Ex	5		4		MR (1 SP)
11	Digital Innovation in Industry	SC, PP	5		4		MR (1 SP)
12	Information Systems Research	SC	5		2		MR (1 SP)
13	Interpersonal Skills	SC, Ex	5			4	MR (1 P)
14	Academic Writing	SC, Ex	5			4	MR (1 SP)
15	Master	Master's Thesis		18			MR (1 MT)
		Master's Thesis Seminar	S	2		2	MR (1 P, 30min)
			90	16	18	10	

Abbreviations

ECTS = European Credit Transfer System credits

E = Exam (90 min.)

L = Lecture

MT = Master's thesis

MR = Module requirement

Pf = Portfolio project

PP = Practical project

P = Presentation

S = Seminar

SP = Student paper

SC = Seminar course

Hr/Wk = Hours per week

Ex = Exercise

[Also in Digital Transformation and Global Entrepreneurship Master Programme \(DTE\)](#)

§ 5 Schedules and Deadlines

- (1) By the end of the official length of programme, all course and exam requirements must be completed in accordance with the curriculum and the required ECTS credits must be earned.
- (2) ¹If students exceed the official length of programme by more than two semesters without fulfilling the requirements stipulated in section 1, all of the exams that have not been completed at that point are considered first failed attempts, including the Master's examination. ²If students exceed the official length of programme by more than three semesters, all exams not passed at that time, including the Master's examination, will be considered to be irrevocably failed.

§ 6 Master's Thesis

- (3) ¹The topic for a Master's thesis cannot be registered until the first theoretical semester has been completed. ²Students must have successfully completed the exam requirements for the first semester of the curriculum in order to register a Master's thesis. ³Exceptions to this rule require the approval of the examinations committee.
- (2) The Master's thesis is to be written within a period of six months from topic selection to thesis submission.

§ 7 Effective Date

These Study and Examination Regulations enter into force on 1 September 2021. They apply to students who begin their studies in the Digital Innovation Management Master's programme from the 2021/2022 winter term.

Issued on the basis of the decision of the Neu-Ulm University of Applied Sciences Senate from 27 April 2021 and the legal supervisory approval of the president from 27 April 2021.

Neu-Ulm, 27 April 2021

sgd.

Prof Dr Uta M Feser

President

Neu-Ulm University of Applied Sciences

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