

Study and Examination Regulations for the Master's Degree Programme Digital Transformation and Global Entrepreneurship at 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 Transformation and Global Entrepreneurship 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 Examination Regulations

¹These Study and Examination Regulations fulfil and supplement the requirements of the State Examination 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 Transformation and Global Entrepreneurship (DTE) at the Neu-Ulm University of Applied Sciences (HNU).

§ 2 Programme Qualification Objectives and Qualification Requirements, Academic Degree

- (1) The programme Digital Transformation and Global Entrepreneurship qualifies graduates for taking on responsibilities in an international, innovative and digital context as well as a career in research. In particular, students learn management skills such as strategy development, planning and design, organisation and control. The programme comprises global entrepreneurship (including methods, mindset, a business start-up project, consistent customer insight orientation) and digital transformation (including analysis and application of disruptive technologies such as AI VR/AR and implementation thereof). There is also a strong emphasis on scientific work.
- (2) This programme prepares students for a variety of roles, such as that of a global entrepreneur, building, expanding and scaling their own business within an international network. As future intrapreneurs, business developers, innovators, strategists and digital transformers, our graduates acquire the skills they need to be able to develop businesses and organisations at an international level. The broad base of scientific methods taught (eg systematic literary research, quantitative and qualitative research methods) also enables graduates to pursue a further academic career in the field of digital transformation and global entrepreneurship.
- (3) 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, the basis of which is formed by pedagogical instruments such as case studies and project work. For each of the theoretical subjects, a practical project serves to highlight the practical relevance for the students. Within the scope of these projects, students have the opportunity to apply and expand their acquired skills and knowledge in cooperation with various companies. This programme not only equips students with expertise in their field; it also promotes personal development, leadership skills and principles of scientific work. Students 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 of credits to be earned is 90 ECTS.
- (4) ¹The curriculum is structured in such a way that each semester includes coverage of scientific aspects as well as the topics of entrepreneurship and digital transformation. ²During the first semester, students focus on the areas of entrepreneurship and digital business models as well as data production and analysis. ⁴In the second semester entrepreneurship section, the topics of finance and international strategy are covered. ⁵At this stage, students also learn about disruptive technologies, digital transformation and quantitative research methods and benefit from a journey abroad. ⁶Starting in the third semester, students focus on the topics of strategic brand management and business planning and complete their Master's thesis.
- (5) Students must choose an elective from the offered modules, such as Innovation Project (from Digital Innovation Management (DIM)), Introduction to Artificial Intelligence (from DIM), Information Systems Research (from DIM), Design for Digital Innovation (from DIM). Credits may also be earned for electives taken abroad.
- (6) ¹All lectures and examinations are held in the English language. ²This programme is partially online-based and has an international orientation.

§ 4 Curriculum

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

No.	Module	Type of course	ECTS	Hr/Wk			Module requirements
				1	2	3	
1	Entrepreneurial Trend and Technology Scouting	SC	5	4			MR (Pf)
2	Entrepreneurial Ideation and Prototyping	SC	5	4			MR (Pf)
3	Digital Transformation and Entrepreneurship	SC	5	4			MR (Pf)
4	Digital Business Models and Approaches	SC	5	2			MR (Pf)
5	Applied Data Digitalization	SC	5	4			MR (Pf)
6	Systematic Literature Review	SC	5	4			MR (SP, P)
7	International Startup-Tour (Excursion)	SC	5		4		MR (Pf)
8	International Strategic Management	SC	5		4		MR (Pf)
9	Entrepreneurial Funding and Finance	SC	5		4		MR (Pf)
10	Disruptive Technologies	SC	5		4		MR (Pf)
11	Digital Implementation	SC	5		4		MR (Pf)
12	Quantitative Research Methods	SC	5		4		MR (SP, P)
13	Strategic Brand Management	SC	10			7	MR (Pf)
14	Elective	SC	5			4	MR (Pf)*
15	Master's Thesis		15			2	MR (MT, P)**
			90	22	24	13	

Abbreviations

ECTS = European Credit Transfer System credits

E = Exam (90 min)

L = Lecture

MT = Master's thesis

MR = Module requirements

Pf = Portfolio project

PP = Practical project

P = Presentation

SP = Student paper

SC = Seminar course

Hr/Wk = Hours per week

[from Digital Innovation Management Master Programme](#)

[from Advanced Management Master Programme](#)

*Examples of module requirements. The actual type of exam and the scope of the lectures depends on the particular course taken.

** Weighting: MT 14 ECTS, P 1 ECTS.

§ 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) If 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

- (1) 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 and apply to students enrolled in the Master's programme Digital Transformation and Global Entrepreneurship.

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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