Degree Profile

Master in Business and Technology

Organizational unit	Faculty of Business and Economics
Degree	MSc in Business and Technology
Range, Duration, Start	90 ECTS, 3 semesters (if full time), fall or spring semester
Language of instruction	English, German

Program Goals

The program prepares students to solve people-oriented problems in marketing, human resources, strategy and organization, financial accounting and management accounting in the context of technological progress and digital transformation.

Program Characteristics

Orientation	Scientific-oriented education
Majors	–
Program structure	The curriculum consists of the following modules: Fundamentals in Business and Technology (15 ECTS); Business Field: Human Resources, Marketing, Strategy & Organization or Management Accounting; Technology Field (a total of 39-45 ECTS); General Electives (0-6 ECTS); Preparation Master's thesis (6 ECTS) und Master's thesis (18 or 30 ECTS).
Distinctive Features	The curriculum is unique in training students to collaborate effectively with information technology experts beyond their particular management discipline. The program enables students to understand how these experts think and teaches fundamentals of information technology relevant to management. Compared to universities of applied sciences, students will acquire more conceptual technological knowledge. This empowers the graduates to keep up with the rapid change of technology. In contrast to business schools, the students can take courses from other faculties, thus practicing to take an interdisciplinary perspective.

Career Opportunities

Employment	Technology-friendly HR departments, marketing manager, marketing consultant, brand manager, product manager, account manager, marketing researcher, positions at the intersection of business and technology at national and international profit and non-profit companies or organizations.
Further Studies	Doctorate

Teaching

Approaches	Theory- and research-oriented learning, task-based learning, autonomous learning
Assessments	Oral and written examinations, presentations, term paper, master's thesis

Competences

Generic Attitude / Communication Approach / Management	Students acquire the skills to … – communicate research results in writing and orally precisely and effectively with graphic and statistical visualizations in the form of a scientific work to an international scientific audience. – deal with and work together in a team in a respectful and responsible manner. – act in the context of scientific activities with high standards of professional expertise, integrity, autonomy and self-management. – work with data from independent scientific studies and analyze and interpret them using computer-based methods. – develop very good written and oral language competences in English by writing scientific research reports, reviews or project proposals and presenting scientific research results.
Subject-related Knowledge / Understanding Application / Judgment Interdisciplinarity	Students acquire the skills to … – recognize the strategic part of human resource management (HRM) as an essential part of corporate policy as a whole. – assess and evaluate the influence of technological innovations in HRM. – achieve competitive advantage by designing customer value. – link psychological theories as an important foundation to business and marketing. – bridge the gap between business- and technology-related topics. – evaluate the effects of technological progress on corporate and competitive strategies and to what extent these strategies in turn influence organizational structures and processes. – understand the notions of structure follows strategy, and strategy follows technology. – use information to support management in its decision-making and to motivate top-tier and mid-tier managers to take decisions that are in the best interest of the company owners. – understand and use technology concepts relevant to various application areas of information technology and business analytics. – analyze and structure data and get acquainted with machine learning.

Learning Outcomes

Graduates of the master's program in Business and Technology...

– are able to critically assess empirical scientific studies and are able to properly carry out their own empirical scientific projects on current and relevant issues.
– can apprehend the challenging and fast evolving business environment of a firm and identify people-oriented problems by conducting profound strategic analyses.
– are able to successfully lead interdisciplinary teams and projects aiming to address challenges arising due to an increasingly digital business setting.
– have in-depth knowledge of statistical methods as well as computer-based econometric standard programs in the processing of empirical data, can apply theoretical econometric instruments in a well-founded manner and translate the research results into economically significant statements in a clear and comprehensible way.
– can classify and understand the potential of modern digital technologies (e.g. artificial intelligence, machine learning, blockchain) for profit and non-profit organizations and can act in a qualified manner as consultants in (data-driven) business transformations.