



Master

Master of Arts
(M.A.)

program

Entrepreneurship
and Digital
Transformation

Shape the digital future
as an Entrepreneur or
Corporate Innovator and
get a master's degree



Designing solutions for the digital world

Digital technologies such as Artificial Intelligence, Internet of Things, or Blockchain will continue to revolutionize business models of established industries. Many startups build their value proposition on these new technologies. According to a PWC study from 2018 the contribution of digitization and smart automation to global GDP is expected to be about US\$15 trillion by 2030. This digital revolution asks for qualified employees and passionate founders to design innovative solutions that improve our business and personal lives.

Your key benefits

- **project work at the core**
- **interdisciplinary international teams**
- **individualized study plan**
- **safe environment for experimentation**
- **building strong networks**

The interdisciplinary master program Entrepreneurship and Digital Transformation is a cooperation between Munich University of Applied Sciences (MUAS) and its affiliate institution, the Strascheg Center for Entrepreneurship (SCE).



Unique approach

- open access for motivated students from different study backgrounds from all over the world
- work in interdisciplinary teams on your projects over the period of three semesters
- gain practical experiences on how to create and implement innovative solutions in the digital era
- deepen your knowledge on entrepreneurship, digital technologies and business models
- visit complementary master modules through multi-faculty framework

Career opportunities

The study program paves the way to start your own business as a founder or co-founder.

As graduates of the master program you will also be qualified to find employment as intrapreneurs in established companies, e.g. developing digital products or services, or shaping digital strategies.

Your personal career path

Do you see yourself as the founder of your own business?
Do you want to lead innovation projects in corporations to success?

Then this is the right master program for you!

Admission requirements include:

- a university degree awarded after at least six semesters of study (180 ECTS)
- evidence of good English skills (B2)
- successful passing of application interview

More information on detailed application requirements and process:

www.hm.edu/deepdive

MOOC

Take part in our Open Online Course Entrepreneurship and Digital Transformation to explore the topics, get inspired by 30+ speakers, and prepare for the interviews. Sign up at www.deepdive.school

1

semester

Introduction to basics on entrepreneurship and digital technologies. Get started with your start-up or corporate innovation project.

2

semester

Push your project to success. Validate your solution and business model.

3

semester

Document the complete approach and findings of your project work with a selected research focus.



graduation

Master of Arts (M.A.) in Entrepreneurship and Digital Transformation

Curriculum overview

You must complete a total of 90 credits to graduate from the program. The curriculum consists of compulsory courses on entrepreneurship and digital technologies as well as electives from the master programs of the participating faculties. The centerpiece of the program is the project work that is either a start-up or corporate innovation project.

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|----------|---------------------------------|-------------------------------|-----------------------------------|--|
| 1 sem | Project I 15 ECTS | Entrepreneurship I 5 ECTS | Digital Technologies 6 ECTS | Elective modules min. amount of 8 ECTS |
| 2 sem | Project II 15 ECTS | Entrepreneurship II 6 ECTS | Digital Business Models 5 ECTS | |
| 3 sem | Master thesis seminar 5 ECTS | Master thesis 25 ECTS | | |
| Total | | | | 90 ECTS |

For detailed information on course content visit www.hm.edu/deepdive

Projects and mentors

Depending on your personal interests and qualification you will be assigned to either the entrepreneurship or the intrapreneurship project. The entrepreneurship project is for individuals who want to implement their own digital business ideas or take part as co-founders. Students in the intrapreneurship project will develop innovative solutions to specific digital challenges submitted by companies. Each project team will be supported by both a professor and a start-up coach.

get in
touch
with us!

Munich University of Applied Sciences
Lothstraße 34
80335 Munich
www.hm.edu/deepdive



Student Guidance and Counselling Centre
Phone +49.89.1265-1121

Enrollment Office

immatrikulation@hm.edu
Phone: +49.89.1265-5000

Ebru Turgut-Dao

Academic Advisor
deepdive@hm.edu
Phone: +49.89.550 506-34

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