

HDBW-Professor Dr. Jost Jacoby
Programme Director Digital Business Modelling and Entrepreneurship

“With small international groups and a personal atmosphere, with the latest know-how in business and science and with professors who know not only theory but also business practice from their own experience, we have set up the HDBW study programmes in such a way that your path to your professional future begins under the best conditions.”



Alex Leung
Graduate Digital Business Modelling and Entrepreneurship (M.A.)

“Despite my previous bachelor’s and MBA degrees from international universities, I lacked a deeper understanding of the impact of digital technologies on businesses to found my startup. This is exactly what the HDBW Master Digital Business Modelling and Entrepreneurship helped me with.”



ADMISSION REQUIREMENTS

Completed Bachelor’s degree in

- Business administration or
- Industrial engineering or
- (Business) Information Management
- Other Bachelor’s degrees on request

Language level

B2 English proficiency level, proof with:

- Certificate from the recognized language test TOEFL, IELTS, or TOEIC or
- official confirmation of former university that Bachelor’s degree was taught in English

ECTS

210 ECTS or 180 ECTS plus Pre-Master

Pre-Master

1 semester prep course for academic skills and German language & culture – compulsory if you have a non-EU Bachelor’s degree

Degree

Master of Arts (M.A.)

Master’s degree

DIGITAL BUSINESS AND ENTREPRENEURSHIP



**English-taught
Master of Arts
Business Administration**



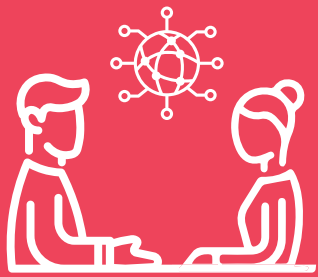
Want to know more? Get in touch with us!



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PERSONALIZED AND BUSINESS-ORIENTED

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LAUNCH YOUR DIGITAL BUSINESS JOURNEY!

Digital business models are at the heart of many innovative and profitable companies, and they are also driving the transformation of traditional industries. That's why our Master's in Business Administration focuses on the essential knowledge and skills needed to successfully develop such models.

Our English-taught, internationally oriented Master's degree programme Digital Business Modelling and Entrepreneurship equips you with comprehensive expertise in business management, strategy, processes, and technology. You'll learn how to develop and implement your own digital visions sustainably, always keeping the customer and competitive landscape in focus.

Career opportunities after graduation:

- Manager Digital Transformation
- Manager Digital Services
- Entrepreneur or start-up founder
- Consultant for Digital Strategy
- Company Building / Venture Capital for innovative business models

FULL-TIME MASTER OF ARTS IN 3 SEMESTERS

1st SEMESTER					
Principles of Business Modelling and E-Business 5 ETCS	Principles of Entrepreneurship for Start-Ups 5 ETCS	Digital Culture, Trend Analysis and Creative Combination 5 ETCS	Applied Business Law for Entrepreneurs 5 ETCS	Applied Business IT for Digital Business Models 5 ETCS	Strategy and Innovation Management 5 ETCS
2nd SEMESTER					
Entrepreneurial Finance and Financial Planning 5 ETCS	Digital Value Chain Management - front-end and back-end considerations 5 ETCS	Creating and Managing Customer Experience 5 ETCS	Business Analytics and Data Management 5 ETCS	Digital Marketing 5 ETCS	Product and Service Design 5 ETCS
3rd SEMESTER					
Intrapreneurship and Change Management for Digital Enterprises 5 ETCS	Management of Heterogeneous Teams over Corporate Lifecycles 5 ETCS	Master's thesis and final examination 20 ECTS			

PART-TIME MASTER OF ARTS IN 5 SEMESTERS

1st SEMESTER			
Principles of Business Modelling and E-Business 5 ETCS	Principles of Entrepreneurship for Start-Ups 5 ETCS	Digital Culture, Trend Analysis and Creative Combination 5 ETCS	Applied Business IT for Digital Business Models 5 ETCS
2nd SEMESTER			
Strategy and Innovation Management 5 ETCS	Entrepreneurial Finance and Financial Planning 5 ETCS	Digital Value Chain Management - front-end and back-end considerations 5 ETCS	Creating and Managing Customer Experience 5 ETCS
3rd SEMESTER			
Applied Business Law for Entrepreneurs 5 ETCS	Business Analytics and Data Management 5 ETCS	Digital Marketing 5 ETCS	Product and Service Design 5 ETCS
4th SEMESTER			
Intrapreneurship and Change Management for Digital Enterprises 5 ETCS		Management of Heterogeneous Teams over Corporate Lifecycles 5 ETCS	
5th SEMESTER			
Master's thesis and final examination 20 ECTS			