

Digital Business Management

Master's Degree Programme, Part-time

Using Digital Media to create Value – Austria's first joint Master's degree offered by FH OÖ and JKU

Digital media and technologies have a strong influence on our business world and our society. They change competition in digital business and require new, innovative business models. Digital Business Management, the first Master's degree programme offered by a university of applied sciences in cooperation with a traditional university looks at this dynamic competitive environment, influenced as it is by lasting digitalization of business processes, new entrepreneurship, global markets, interculturality, the increasing importance of intra-channel marketing measures and digital interconnectedness.

Career Profile

The degree offers graduates the chance to take on leading, consultancy or independent positions in digital business. The course teaches students the use of digital media in order to generate value, to create digital processes, to make strategic decisions using appropriate methods and tools and to implement these decisions within a company. Top career opportunities are to be found in the field of strategic management in digital business as well as in information management, E-Commerce/E-Business, product management of the entire internet online agenda, innovation management, business development and digital business fields, social media, multichannel und digital marketing including CRM and SRM.

Focus of Studies

- >> Sales and Sales Management: ability to conceptualize, evaluate, push forward and control strategic sales decisions.
- >> Digital Business and Digital Marketing especially in
 - > E-Business, E-Commerce, Mobile Business
 - > Strategic Aspects of Digital Business and Information Management
 - > Entrepreneurship, Business Modelling and Project Management
 - > Social Media, Digital Marketing und Multichannel-Marketing
- >> Leadership and Management Competence
- >> Methodological competence in science and practice
- >> Creativity, innovation and implementation expertise

Essential Information



unique
in Austria

Degree:

Master of Science in Digital Business Management (MSc)

Duration:

4 semesters (120 ECTS)

Annual Intake:

30

Admission Requirements:

Specialized relevant undergraduate degree with at least 20 ECTS e-business & IT elements. In individual cases it may be possible to obtain some ECTS credits later.

Application:

online or in writing by 31.1., 31.3. or final deadline 30.6. to start studying in the winter term

www.fh-ooe.at/application

Admission Procedure:

previous academic achievement, case study and interview

Semester Abroad:

possible at one of 100 partner universities due to our flexible timetable

Mode of Study:

part-time: held alternately at the JKU Linz and at the Upper Austrian University of Applied Sciences Steyr campus (Friday afternoons, all day Saturdays, 2 intensive weeks per year), studies in the minimum time frame

Costs:

currently no tuition fees payable

www.fh-ooe.at/dbm

Curriculum

UAS Upper Austria School of Management (FH)
together with Johannes Kepler University Linz (JKU)

List of modules	Inst.	ECTS per semester				Sum
		1	2	3	4	
Methodological competence						
Methods in Research and Practice	FH			6		6
Scientific Methods	FH JKU			3	3	6
Professional Competence Digital business and Marketing						
Digital Business Models and Processes	FH JKU	6				6
Information Management and Strategy	FH	6				6
Digital Business Management Elective modules I+II	FH JKU	6	6			12
Planning, Funding and Controlling in Digital Business	JKU		6			6
Innovation Management and Business Plan Development	FH		6			6
Digital Marketing and Social Media	FH		6			6
Law in Digital Business	JKU		6			6
Mobile and Electronic Commerce	FH			6		6
Current Issues in Digital Business	JKU				3	3
Leadership and Management Competence						
Leadership	FH JKU	6				6
Entrepreneurship and Creativity	JKU	6				6
Interculturality, Gender Studies and Management Ethics	JKU			6		6
Transfer Competence						
International Business Trip	FH JKU			3	3	6
Master-Thesis	FH JKU			6	18	24
Master-Examination	FH JKU				3	3
Summe ECTS		30	30	30	30	120

Knowledge Transfer & Exchange of Experiences

As graduates of the degree programmes Business Information Technology and Economics (JKU) and Marketing and Electronic Business (FH) special bridge courses facilitate your knowledge and experience transfer between both universities. You benefit from the exchange of ideas with your fellow students: differing educational backgrounds, employment in diverse sectors and fields bring new perspectives for all concerned.

Combining Science and Practice

The Master's degree programme, DBM is the first study programme in Austria to be offered jointly by a traditional university and a university of applied sciences. It therefore combines the benefits of both education systems, namely practical orientation and scientific nature. As a student you get to know both systems, with the best organizational framework for completing a Master's degree programme in the minimum study time of four semesters. This enables you to study purposefully while pursuing your career at the same time.

Study Abroad

All students have the possibility to gain overseas experience by spending a semester at one of the partner universities of the Upper Austrian University of Applied Sciences, Campus Steyr or the Johannes Kepler University of Linz.

“ Graduates of our part-time UAS/UNI Master's degree acquire a broad management education and are excellently equipped to develop the next generation of digital products, services and business models and to apply their digital DNA to internationally connected companies.

Prof. Mag. Dr. Andreas Auinger
Head of Studies

Practice and Research

Students of the Master's Degree in Digital Business Management benefit from current know-how generated by the research projects in the digital business research focus at the University of Applied Sciences Upper Austria School of Management in Steyr and at the Johannes Kepler University. Current fields of research: digital marketing, consumer behavior including web and opinion mining; user experience, mobile- and web-usability; neuro-information systems and human computer interaction; innovation management and digital innovation processes; E-Commerce & Conversion-Optimization.

Did you know that ...

... Digital Business Management offers you an exceptionally future oriented education in a growing market with top job opportunities in all sectors and that, as a graduate, you can seamlessly begin a doctoral programme at the Johannes Kepler University of Linz?

Contact

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