



Bachelor in

Digital Management (B.A.)

Your Profile

You believe that digitalization is the most important challenge of our times. It changes how markets work, how we communicate, how we work in our offices and how we live together in our society. You are interested in learning the underlying mechanisms of this 'world of algorithms': How does coding work? What is a network economy? How can Artificial Intelligence be applied in our business world? Knowing these rules and tools, **you are passionate about learning transforming companies, but also discussing the need for ethical reflection and establishing new privacy rules and market regulations.**

Key Information

The curriculum focuses on **management and transformational skills combined with various interdisciplinary perspectives on digitalization.** This includes approaches from economics, media studies, marketing, human resources, and psychology. Although not a technology-based study program, it shares insights in the technological infrastructure and managerial implications of digital technology.

There is a strong focus on applied skills like consulting companies and coaching teams, but also on the reflective and ethical reflection of the social and ethical challenges of digitalization. In a semester abroad, the students can specialize their skills at one of our partner universities.

Career Opportunities

- Business Development / Change Management
- Data Privacy Officer
- Digital Entrepreneur / Digital Marketing
- Digital Transformation Consultant
- Project Management
- AI Policy Officer
- Ethics Advisor

Timeline and Credit Points

| | | |
|--------------------------------|---|----------------------------------|
| Duration 6 semesters | Study program start Fall semester | Total ECTS 180 Credits |
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Contact:

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Application Deadline

Applicants within the EU:

September 1st

Applicants from outside the EU:

July 15th or later, depending on the visa process of your home country.

Requirements

- **No NC (Numerus Clausus) required (individual selection process)**
- **Certificate of secondary education**
For applicants from specific countries (e.g. USA, Canada, Mexico, Vietnam, Korea, Brazil, Argentina, Ecuador) it is mandatory to level out the gap between the different education systems with an International Foundation Year.
- **Proof of English language proficiency**
You must have either a C1 level (CEFR), an IELTS score of 6.5, or an internet-based TOEFL score of 100 points or better.
- **Online application (including motivation letter)**
- **Successful interview with admissions and head of study program**

Tuition Fees

- EU: 790 € per month, Non-EU: 1.090 € per month
- In addition, a mandatory student union fee of 67.70 € per semester

[Click here to apply online](#)

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