

Decree of the Curriculum Committee of the Faculty of Business and Management from 06 June 2018, approved by decision of the Senate on 21 June 2018:

Based on §25 par. 1 no. 10 of the Universities' Act 2002, BGBl. I No. 120/2002 in the current version and §38 of the "Study Law Regulations" part of the statutes, as re-announced in the University of Innsbruck Bulletin of 3 February 2006, Issue 16, No. 90 in the current version, the following is decreed:

**Curriculum for the
Continuing Education Programme
Digital Business
at the University of Innsbruck**

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§ 1 Qualification profile

- (1) Graduates of the Continuing Education Programme Digital Business have a comprehensive overview of the effects and correlations of the increasing digitisation of companies, the economy and society. In terms of content, the university course provides in-depth scientific and application-oriented knowledge in the field of management sciences with regard to digital transformation processes and enables theory-supported reflection of one's own actions.
- (2) The graduates of the continuing education programme are able to use theory-based approaches to work on research-related and application-oriented problems regarding the challenges of the digital transformation of companies and institutions, to develop alternative solutions to digitisation issues, to make responsible informed decisions and to assess their consequences.

§ 2 Admission

- (1) Prerequisite for admission to the continuing education programme is the completion of a diploma or Bachelor's or Master's programme in social and economic studies or in business law at an approved post-secondary education institution home or abroad corresponding to a minimum of 240 ECTS-Credits.
- (2) In addition, persons who have passed a Bachelor's programme in the fields of economy, business law or computer science corresponding to a minimum of 180 ECTS-Credits at an approved post-secondary education institution home or abroad and who have proof of a minimum of three years of professional experience acquired after their degree, may be admitted.
- (3) Persons who have completed a natural science, technical or law-related study programme may be admitted, if they have proof of a minimum of three years of professional experience acquired after their degree.

§ 3 Admission procedure

- (1) To be admitted to the continuing education programme, all applicants have to successfully pass an admission procedure. The final decision on the admission to the course is made by the rectorate, based on a recommendation of the programme director.
- (2) Information on the compulsory admission procedure are published on the website of the University of Innsbruck.
- (3) The number of participants is limited to 30. The number of study places may be adjusted by the programme director, considering pedagogical and organisational aspects and in compliance with the cost budget.
- (4) Participants, who have been accepted to the continuing education programme and have paid their tuition fee, are admitted as non-degree students to the University of Innsbruck by the Rectorate.

§ 4 Language of tuition

The language of tuition of the continuing education programme is English.

§ 5 Scope and duration

- (1) The continuing education programme covers 90 ECTS-Credits, 15 ECTS-Credits of which are allocated to the Master's Thesis.
- (2) The continuing education programme is offered as full-time study programme. One ECTS-Credit corresponds to a work load of 25 hours.

§ 6 Types of Courses

Lectures with practical elements (VU) are courses with continuous performance assessment and focus on the practical treatment of concrete scientific tasks that are discussed during the lecture parts of the course.

§ 7 Compulsory modules

The following compulsory modules corresponding to 75 ECTS-Credits must be passed:

| 1. | Compulsory Module: Digital Fundamentals | SSt | ECTS-Credits |
|-----------|--|-----------|--------------|
| a. | VU Fundamentals of Data Analytics | 2 | 5 |
| b. | VU Fundamentals of Artificial Intelligence | 2 | 5 |
| c. | VU IT Security and Data Protection Management | 2 | 5 |
| d. | VU Digital Transformation, Platform and Blockchain Business | 2 | 5 |
| e. | VU Digital Collaboration | 2 | 5 |
| | Total | 10 | 25 |
| | Learning Outcomes: Graduates have advanced knowledge of fundamental developments in the digital field and can apply central analysis tools for the evaluation of large amounts of data in a targeted manner. | | |
| | Prerequisites: none | | |

| 2. | Compulsory Module: Digital Firms | SSt | ECTS-Credits |
|-----------|---|-----------|--------------|
| a. | VU Business Process Management | 2 | 5 |
| b. | VU Legal and Tax Strategies for Digital Business | 2 | 5 |
| c. | VU Business Analytics and Reporting of Digital Business Models | 2 | 5 |
| d. | VU Cryptofinance and FinTech Business Models | 2 | 5 |
| e. | VU Digital Innovation and Transformation | 2 | 5 |
| f. | VU Multi-Channel Marketing | 2 | 5 |
| | Total | 12 | 30 |
| | Learning Outcomes: Graduates recognise and reflect on the effects of digitisation on various areas of business and business processes and are able to develop and apply solution concepts for the implementation of digital transformation processes. | | |
| | Prerequisites: none | | |

| 3. | Compulsory Module: Digital Markets | SSt | ECTS-Credits |
|--|---|------------|---------------------|
| a. | VU Competition and Cooperation in Digital Markets | 2 | 5 |
| b. | VU The Economics of Information, Information Technologies and Human Behaviour | 2 | 5 |
| | Total | 4 | 10 |
| Learning Outcomes: Graduates advance their knowledge of the functioning of digital markets and can develop and apply solution concepts for the implementation of digital transformation processes. | | | |
| Prerequisites: none | | | |

| 4. | Compulsory Module: Digital Society | SSt | ECTS-Credits |
|--|--|------------|---------------------|
| a. | VU Organising the Digital in the Public Sphere | 2 | 5 |
| b. | VU Social Media, Regulation, and Ethics | 2 | 5 |
| | Total | 4 | 10 |
| Learning Outcomes: Graduates have in-depth knowledge of the repercussions of digital dynamics in society and are able to develop and apply solution concepts for the implementation of digital transformation processes. | | | |
| Prerequisites: none | | | |

§ 8 Master's Thesis

- (1) The Master's Thesis serves to proof the students' ability to independently deal with the selected topic in an appropriate way with regards to contents and methodology, based on the standards of scientific working.
- (2) The Master's Thesis covers 15 ECTS-Credits.
- (3) The topic for the Master's Thesis is to be taken from one of the compulsory modules listed in §7.
- (4) Students are entitled to suggest the topic for the Master's Thesis or to select from a number of suggestions.
- (5) Students have to make an application at the programme director's for a supervisor from the available course instructors as well as for the topic for the Master's Thesis. The topic and the supervisor are deemed to have been accepted, unless the programme director objects to it by decree within a month after having received the application.
- (6) The written announcement of the topic and the supervisor requires the successful having passed of a minimum of 30 ECTS-Credits.
- (7) The Master's Thesis is to be submitted in bound and electronic form to the programme director.
- (8) Students are entitled to write their Master's Thesis in another language than English. The supervisor must agree to it.

§ 9 Examination regulations

- (1) A module is completed by positive evaluation of its courses.

- (2) The evaluation of courses is based on regular written and/or oral contributions and/or practical performances of the participants.
- (3) The course instructors have to inform the students in a suitable manner about the objectives, contents and methods used as well as the contents, methods and evaluation criteria of the course examinations before the start of each semester.
- (4) The Master's Thesis is evaluated by the supervisor.

§ 10 Academic Degree

After positive evaluation of all required examinations and positive evaluation of the Master's Thesis, graduates of the continuing education programme are awarded the academic degree "Master of Science", abbreviated "MSc".

§ 11 Coming into Force

This curriculum comes into force one month after being announced.

For the Curriculum Committee:

Ass.-Prof. Dr. Heike Welte

For the Senate:

Univ.-Prof. Dr. Ivo Hajnal