


## DIGITAL BUSINESS MASTER OF SCIENCE

CONTINUING EDUCATION PROGRAMME

Director	 <b>Univ.-Prof. Dr. Matthias Bank</b> Department of Banking and Finance
Duration / ECTS-Credits	4 semester / 90 ECTS-Credits
Location	University of Innsbruck Campus SOWI Universitätsstraße 15 6020 Innsbruck
Start	02. October 2020
Cost	€ 7,800.-

### Contact details

**Application  
(Diploma, CV, certificates)**  
[bit.ly/ifu-digitalbusiness](https://bit.ly/ifu-digitalbusiness)



**Contact and further information**  
Faculty of Business and Management  
Heidi Lahartinger-Spiss  
Universitätsstraße 15, 6020 Innsbruck  
Tel.: +43 512 507-96028  
[ulg-db@uibk.ac.at](mailto:ulg-db@uibk.ac.at)



## Qualification Profile

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 programme 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.

The graduates of the 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.

## Future Prospects

The programme addresses highly qualified students, who intend to work in a leading position in companies or other institutions or plan a career in the consulting business. Successful networking with international universities and contacts with leading companies and institutions guarantee a permanent transfer of science and knowledge.

## Admission Requirements

A diploma in Business / Business Law with a minimum of 240 ECTS-Credits is required. In addition, graduates of a Bachelor's Programme consisting of 180 ECTS-Credits and a minimum of three years of post-graduate professional experience can apply for the programme.

## Modules

### Digital Fundamentals (25 ECTS-Credits)

- » Fundamentals of Data Analytics
- » Fundamentals of Artificial Intelligence
- » IT Security and Data Protection Management
- » Digital Transformation, Platform and Blockchain Business
- » Digital Collaboration

### Digital Firms (30 ECTS-Credits)

- » Business Process Management
- » Legal and Tax Strategies for Digital Business
- » Business Analytics and Reporting of Digital Business Models
- » Cryptofinance and FinTech Business Models
- » Digital Innovation and Transformation
- » Multi-Channel Marketing

### Digital Markets (10 ECTS-Credits)

- » Competition and Cooperation in Digital Markets
- » The Economics of Information, Information Technologies and Human Behaviour

### Digital Society (10 ECTS-Credits)

- » Organizing the Digital in the Public Sphere
- » Social Media, Regulation and Ethics

The continuing education programme is offered part time and will be taught in English.

## 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 – MSc.