

Business



University of
Applied Sciences
Krems | Austria

Master

Digital Business Innovation and Transformation

Digital transformation | Data management | Innovation

www.imc.ac.at

What awaits you during your studies

Digital Business Innovation and Transformation

Our master programme equips you with the knowledge and skills you need to successfully manage digitalisation and innovation processes in companies and strategically leading a sustainable digital transformation. A powerful combination: business administration, digital and data expertise, and an understanding of the behavioural and sociological aspects of change. It enables you to become the key interface between the business and IT departments understanding both worlds.

At a glance



Part-time

Friday – Saturday
The lectures usually take place on Friday from 2 p.m. (online) and on Saturday (on campus).



English

The language of instruction is English. This prepares you for your international career in a multicultural environment.



4 semesters

The degree programme lasts 2 years, with a total workload of 120 ECTS. Graduates receive the academic degree of Master of Arts in Business (MA).



Study fee

EU/EEA citizens pay a study fee of EUR 363.36 per semester, plus the student union fee.

Did you know that ...

... this programme, taught entirely in English with faculty from international backgrounds, allows you to spend the 4th semester abroad at one of our various partner universities, and you can earn 3 personal certificates?



Modules | Part-time

SEMESTER I	SEMESTER II	SEMESTER III	SEMESTER IV
DIGITAL ECONOMY & BUSINESS MODELS	DIGITAL BUSINESS DEVELOPMENT	RESEARCH METHODS	ACADEMIC COACHING COLLOQUIUM MASTER THESIS
BUSINESS ANALYSIS & STRATEGY DEVELOPMENT	DIGITAL PROCESS MANAGEMENT & AUTOMATION	LEADERSHIP IN THE DIGITAL AGE	
INNOVATION MANAGEMENT	INNOVATION LAB	RISK & LEGAL ISSUES	
DIGITAL TECHNOLOGIES	PROJECT & CHANGE MANAGEMENT	SOFTWARE ENGINEERING & QUALITY MANAGEMENT	
BUSINESS STATISTICS & DATA SCIENCE	IT, DATA & SECURITY MANAGEMENT	DATA ANALYTICS	MASTER EXAM
SELF-DIRECTED LEARNING	SELF-DIRECTED LEARNING	SELF-DIRECTED LEARNING	

Subject to possible alterations

More details on the curriculum, courses, contact hours and ECTS (European Credit Transfer System) can be found on: www.imc.ac.at



Your professional fields and future areas of responsibility

After graduating, you have excellent career prospects. Potential fields of work include: change management, design and implementation of digital business models, digital supply chain management and logistics, big data analysis using digital technologies, project management, innovation management, business-oriented IT management, strategic management, digital transformation consultancy, chief digital officer responsibilities.

IMC. It's all in me.

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Accreditations



Memberships

