



# ENTREPRENEURSHIP AND DIGITAL BUSINESS

Master of Science (M.Sc.)



Understand today. Shape tomorrow.



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# TECHNISCHE HOCHSCHULE INGOLSTADT



Students with an interest in entrepreneurship will profit from the university's connections to start-up centers, incubators and successful entrepreneurs located in Ingolstadt.

## HIGH RANKING

- Technische Hochschule Ingolstadt (THI) achieved an excellent ranking in the Studyclick.de "University Ranking 2023"
- Is one of Germany's most popular universities
- Holds the title of "Top University in Germany"

## BUSINESS SCHOOL

- Teaching and research align with the mission of developing responsible and innovative individuals
- Focus is on cultivating comprehensive skills in general management
- Students are prepared for success in a globalized economy

## VALUES

- A top choice for applied business education in the Munich metropolitan region
- Tailored portfolio of innovative programs offered for high-achieving students
- Emphasis on providing international experience for success in a globalized economy

## LOCATION

- Conveniently located near Munich and Nuremberg situated along the beautiful "Donau" river, the university benefits from a great location
- Ingolstadt presents an attractive environment for students, featuring a historic city center, affordable rents, and excellent transportation infrastructure

# PROGRAM PHILOSOPHY



Uniqueness drives educators and students to jointly explore analytical tools, concepts, strategies, actions, and measures for entrepreneurial success.

## VALUES

- **Construct knowledge:** Students build their cognitive scaffolding, transforming information into usable knowledge.
- **Real-world learning:** Contextualized education for a comprehensive understanding.
- **Student empowerment:** Take charge of your learning journey.

## MISSION

Empower students as **future entrepreneurs and innovators**. Located in a thriving Bavarian entrepreneurship hub, our program offers **hands-on education with real-world application**.

## VISION

**Empower** individuals to **believe in themselves**, unlock their **ingenuity**, and create **positive change** by embracing **entrepreneurship** as a universal way of seeing, thinking, and being that transcends disciplines and **inspires others**.

# WHAT SETS US APART



This program is unique in terms of its curriculum, instructional methods, and possible career paths for its graduates.

- Collaborative learning in small groups
- Individual coaching and mentoring opportunities
- Close interaction between students and course professors

DIVERSITY &  
INTERACTION

GUEST  
SPEAKERS

- Global guest speakers bring diverse expertise and insights
- Expert opinions and support on current trends and student challenges

- Master of Science (M.Sc.) degree awarded upon graduation.
- Program completed within a concise duration of three semesters

MASTER OF  
SCIENCE

POSSIBLE  
CAREER  
PATHS

- Preparation for leadership roles in startups and established companies
- Focus on (co)-founders and early employees in startups
- Equipping graduates for entrepreneurial positions in established companies

# LEARNING GOALS



This program allows students to develop competences as integrative problem solvers, being able to identify and critically analyze unstructured, complex and ambiguous challenges and develop digital solutions.



## SOCIAL SKILLS

Develop essential interpersonal and communication skills to build strong networks and foster meaningful connections.



## STRATEGIC COMPETENCE

Master the art of strategic planning, market analysis, and competitive positioning to drive business growth and success.



## INTERDISCIPLINARY KNOWLEDGE

Embrace interdisciplinary learning to drive innovation and creative problem-solving through insights from diverse fields.

# PROGRAM STRUCTURE



Core and elective courses provide comprehensive knowledge of entrepreneurship trends, while the master's thesis offers a research opportunity guided by an experienced mentor.

## CORE COURSES

- Comprehensive knowledge for thriving in a fast-changing environment.
- Core courses build foundations in strategy, leadership, economics, digitalization, and accounting.
- Develop skills and vision to tackle challenges in the contemporary business world.

## ELECTIVE COURSES

- Elective courses provide a diverse portfolio of options.
- Customize your learning journey based on your interests.
- Tailor your education to meet your specific development needs.

## MASTER THESIS

- Master's thesis showcases in-depth knowledge of a relevant topic.
- Demonstrates mastery of scientific methodology and academic working techniques.
- Academic writing that highlights expertise and research skills.

# INTERNATIONAL EXPERIENCE



Students often spend their third semester at partner universities to delve deeper into specific subjects or complete their Master's thesis abroad.



**Julian Boschan (25, B.A. Business Psychology)**

*"Studying abroad is a perfect addition for my master's degree at THI. I would like to study in the sun and under palm trees while it's cold in Germany. Besides gaining experience overseas I would love to witness the American Dream."*



**Betty Mörgenthaler (29, B.A. Information Management and Corporate Communication)**

*"I always wanted to do a semester abroad and I have found the perfect university for entrepreneurship courses in South Africa! I can't wait to learn about the differences between their university system and ours. I'm also curious about the (innovation) culture in South Africa and the opportunity to be on my own in a completely new environment."*



**Tobias Altmayr (24, B.Sc. International Business)**

*"A semester abroad is the best way to experience a new culture while studying. In this way, you get out of your comfort zone and take advantage of the opportunity to develop not only professionally in another educational system, but above all personally. Cyprus was the optimal choice for this, as you can experience both the Greek and the Turkish way of living on an island. Of course, the great weather is a further advantage."*

# WHAT DO THE ENTREPRENEURSHIP AND DIGITAL BUSINESS STUDENTS SAY ABOUT THE PROGRAM?



Danny Držaić (27, B.A. International Management)

*“The special part about this course is its international focus and the direct exchange with professors from the USA, Canada or Brazil. What I really appreciate about the degree program is the direct proximity to the professors, since you usually work in smaller groups and can therefore develop a good relationship with both the professors and the students.”*



Angela Montanaro (24, B.A. Business Administration)

*“During my studies, what I enjoyed the most was the exchange and networking with international guest lecturers from the private sector. The master’s program is very practice-oriented and is not only suitable for students who want to start their own business after graduation but also want to support the further development of an existing company. Creativity is more important than capital and knowledge, here you learn how to look at problems as solutions.”*





# WHAT DO THE ENTREPRENEURSHIP AND DIGITAL BUSINESS STUDENTS SAY ABOUT THE PROGRAM?



Gala Geiger (25, B.A. Business Administration)

*“Within this Master’s program you get the chance to work with very interesting entrepreneurs and leaders around the world. Applying the theoretical knowledge on my own project, is one of the most valuable lessons I gained during the first two semesters. I developed an incredible network of people and professors I am very thankful of. “Entrepreneurship and digital business” is not only a Master’s degree, but rather a process of growing a new kind of mindset and figuring out what your potential users or customers might need and what you as a student expect for your future.”*

Neslihan Keskin (26, B.A. International Retail Management)

*“The master’s program in Entrepreneurship & Digital Business is perfect for developing your own business ideas and expanding your network. The mindset in our program is what I personally like. Creativity is in the foreground and there are no failures, instead you always learn something new. The skills you learn can help you in project management as well as in developing new innovations.”*



# EXPERT GUEST SPEAKERS



Guest speakers, experts in their respective fields, enrich the Master's program through online Zoom sessions or in-person workshops, broadening students' perspectives and fostering the development of independent opinions. Diverse backgrounds characterize the guest speakers.



**Prof. Thomas Shirley, PhD**  
School of Business Department,  
San José State University, USA



**Prof. Dr. Thiago Marques**  
Director Marketing and Customer  
Experience, Zucchetti Brazil



**Dr. Madelein Kleyn**  
Director Technology Transfer,  
Stellenbosch University, South Africa



**Dr. Sarah Theinert**  
Director Partnerships & Value  
Creation, UVC Partners



**Prof. Dr. James McDonald**  
Professor for English and Intercultural  
Communication, THI Ingolstadt



**Prof. Steve Gedeon, PhD**  
Strategic Partnering & Venture  
Capitalist, TMU Toronto, Canada



**Dr. Rudolf Freytag**  
CEO Siemens Technology  
Accelerator, Munich



**Dr. Uwe Over**  
CVP Head of IP at Henkel,  
Düsseldorf

This allows students to expand their network and receive expert mentoring throughout the program.

# LOCAL NETWORK



THI provides an extensive network for aspiring entrepreneurs. Within the master's program you will collaborate with many network partners to enrich your learning experience.



## THI Center of Entrepreneurship

The THI Center of Entrepreneurship offers a variety of entrepreneurship events and acts as a first point-of-contact for entrepreneurial students.



## brigk.digital

THI works closely with the digital start-up center “brigk.digital” that offers support for regional high-growth startups.



## NEWEXIST

The program professors also support the student startup club NEWEXIST and the local chapter of the Enactus network.

# DOES THIS PROGRAM SUIT ME?



This Master's program is perfect for students interested in "Entrepreneurship and Digital Business," focusing on developing entrepreneurial skills in a digital business environment. It benefits both those interested in startups and venture creation, as well as those pursuing a corporate innovation career.

## LANGUAGE REQUIREMENTS

Sufficient knowledge of the German and English language (both at least level B2).

## BACHELOR DEGREE

Successful completion of a degree program with at least 210 ECTS credits, or equivalents.



## TARGET GROUP

(Future) founders, future entrepreneurial leaders, and people interested in entrepreneurial or innovative roles in established corporations.

## BACKGROUND STUDY FIELD

Students with a bachelor's degree in business administration, engineering, computer or information science, natural sciences, law, or related fields.

# QUESTIONS AND ANSWERS

Frequently asked questions.



**In which language are the courses conducted?**

The lectures, seminars and courses are taught in English and German.

**Can I apply for the summer and the winter term?**

You can either apply for the winter term, or for the summer term.

**What are the main topics of the course “Entrepreneurship and Digital Business?”**

Entrepreneurial Methods & Projects I-III, Lean Analytics, AI & Smart Data Science, Digital Business Management & Technologies, Entrepreneurial Finance & Growth, Technology-Commercialization & Intellectual Property Management, Technology and Management Electives.

**When is the application period?**

You can apply for this Master’s program during two periods: May 2nd–July 15th, and November 15th–January 15th, using this [link](#).

**Do I need to launch a startup to graduate from this program?**

You do not necessarily have to found a start-up at the end of this course. However, the program’s pedagogical approach will guide you to work through the necessary challenges of starting your own venture during the course of your studies.

# MEET THE TEAM

The M.Sc. in Entrepreneurship and Digital Business is led by Professor Bader and Professor Huber, who oversee project-based courses and specializations. Marlene Günther is the Lead Program Administrator.



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**CONTACT US**

# APPLY NOW FOR THE NEXT TERM!



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