

ENTREPRENEURSHIP AND DIGITAL BUSINESS

Master of Science (M.Sc.)



Understand today. Shape tomorrow.



Apply now by using the QR code

or clicking on the info button.





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.

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HIGH RANKING

- Technische Hochschule Ingolstadt (THI) achieved an excellent ranking in the Studycheck.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



Emphasis on providing international experience for success in a globalized economy



- 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







Munich metropolitan region

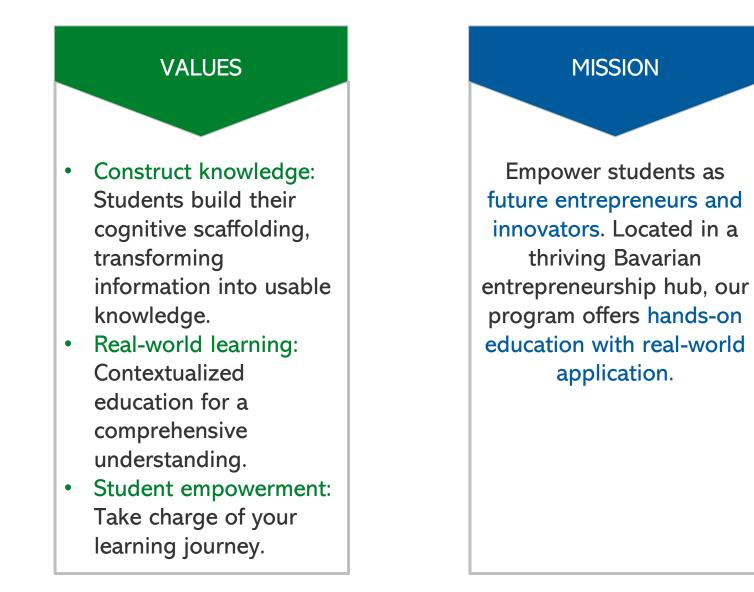
for high-achieving students

• A top choice for applied business education in the

Tailored portfolio of innovative programs offered

PROGRAM PHILOSOPHY

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



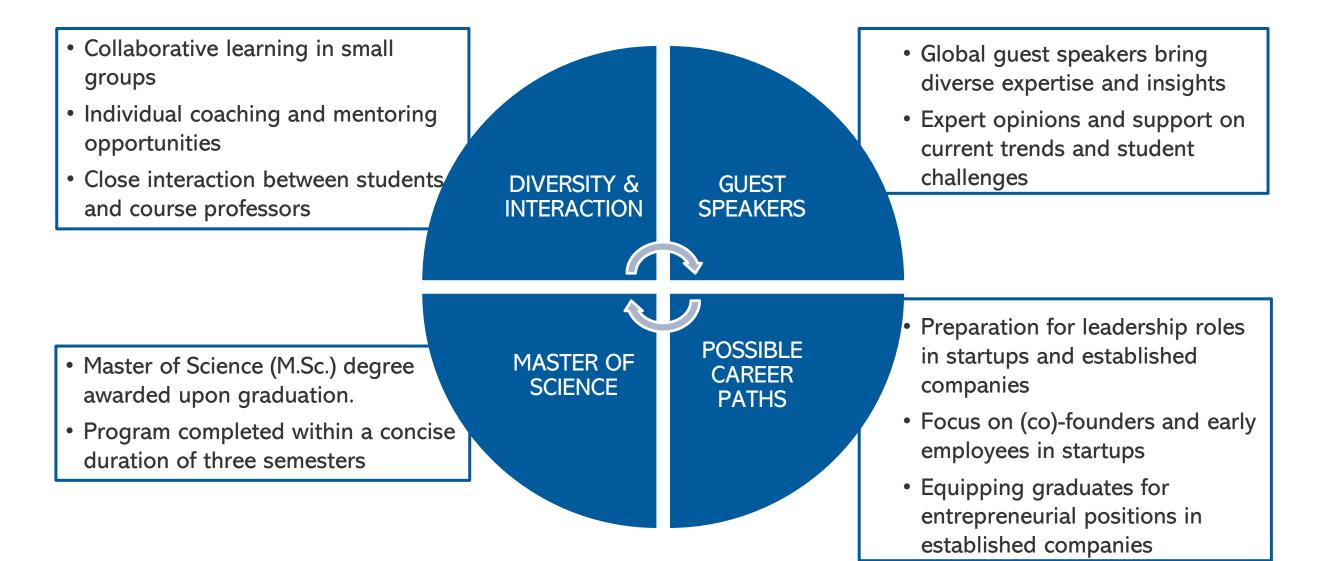
VISION

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.



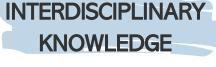


LEARNING GOALS

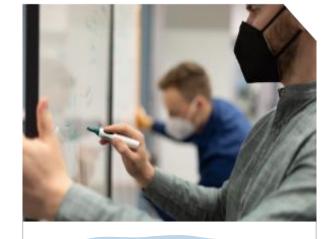
This program allows students to develop competences as integrative problem solvers, being able to identify and critically analyze unstructured, complex and ambiguous challenges and develop digital solutions.



Develop essential interpersonal and communication skills to build strong networks and foster meaningful connections. COMPETENCE Master the art of strategic planning, market analysis, and competitive positioning to drive business growth and



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







STRATEGIC

success.

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.

Comprehensive knowledge for thriving in a fast-changing environment.

CORE COURSES

- 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.



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



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



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



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



Dr. Rudolf Freytag CEO Siemens Technology Accelerator, Munich



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



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. THI works closely with the digital start-up center "brigk.digital" that offers support for regional highgrowth startups.

brigk.digital







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 <u>link</u>.

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.

ΜΕΕΤ ΤΗΕ ΤΕΑΜ

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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APPLY NOW FOR THE NEXT TERM!







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