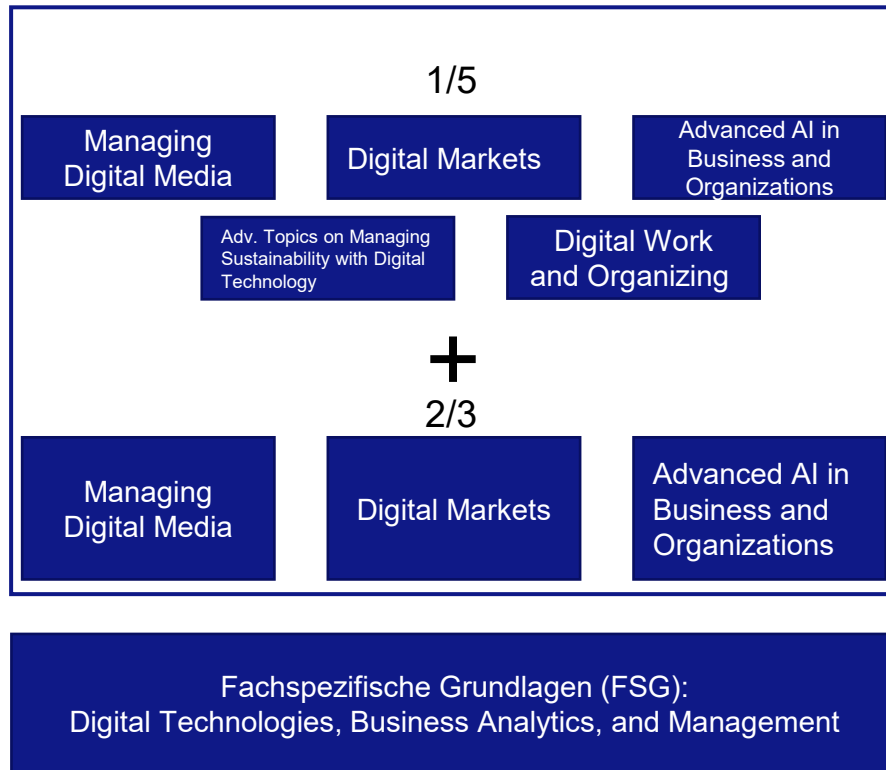


## Overview “Specialization Digital Business” in the M.Sc. “BWL“ (PO 2024)



- Providing insights at the intersection of management and information systems with a business-oriented focus
  - Learning how organizations can manage and leverage the potential of digital technologies for their benefit
  - Gaining insights relevant for start-ups and incumbents
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- Providing in-depth insights into how organizations can use digital technology to enhance their business model and thrive innovation
  - Learning technical foundations on how to implement digital technologies in organizations