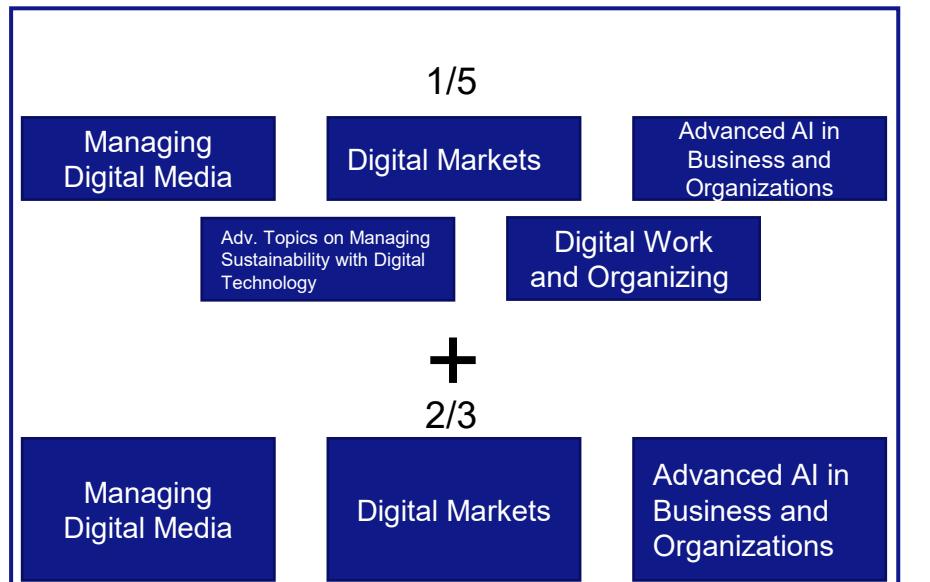
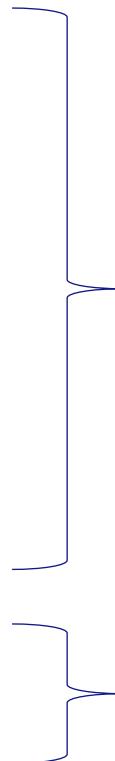


Overview “Specialization Digital Business” in the M.Sc. “BWL“ (PO 2024)



Fachspezifische Grundlagen (FSG):
Digital Technologies, Business Analytics, and Management



- 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

- 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