

Science
and Technology



University of
Applied Sciences

MASTER

Digital Business Innovation and Transformation

Become a change agent! After your master's degree, you'll lead your company into the future. You'll be able to coordinate and direct digital transformation, no matter what the industry. Because the future is digital.

www.imc.ac.at



Generalist

The master degree programme makes you a change agent able to bridge the gap between business and IT. It focuses on key business administration skills combined with expertise in digitalisation and innovation, as well as the ability to understand, motivate and lead people.

Part-time

Catering to a balanced work-study-life integration. One block week per semester on-campus. Friday afternoon virtual classrooms. Saturday on-campus. Asynchronous e-learning sessions in between.

International

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.

At a glance



Part-time

Friday – Saturday
The lectures usually take place on Friday from 2 p.m. and on Saturday.



English

The language of instruction is English. This prepares you for a career in a multi-cultural environment.



Four semesters

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



Admission

An undergraduate degree programme in a relevant business or technical discipline or an equivalent degree with a workload of at least 180 ECTS at a recognised institute of higher education in Austria or abroad. Proof of English language proficiency (Common European Framework of Reference for Languages level C1).



Study fee

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

Digital transformation competences

Re-imagine the business world! During your studies you'll ask yourself how you can advance digitalisation and innovation in your company based on basic economic principles.

Graduates will acquire the following 15 competences:

- Interpret digitalisation trends in business and society and evaluate their significance for the development of markets, companies and organisations
- Determine the innovation potential of digitalised or digital products and services as well as global digital business models of companies and organisations
- Analyse the digital maturity of a company and organisation as well as its potential and needs for digitalisation
- Develop strategies and concepts for the digitalisation of companies
- Analyse and plan the digitalisation along the different stages of the value chain
- Design the necessary organisational culture, structures, systems, processes and projects for agile and sustainable innovation
- Plan and organise transformation processes using methods of process, project and change management in the private and public sectors
- Ask the right questions to frame a business problem and plan the data analytics methods and processes to answer them
- Generate and evaluate data-based criteria for managerial decision-making (under normal and VUCA conditions (volatility, uncertainty, complexity and ambiguity))
- Analyse problems systematically and computationally, critically evaluate the derived solutions and formulate a reasoned recommendation
- Evaluate sustainable as well as ethical, legal and security implications of digitalisation and innovation
- Construct creative ideas and innovative solutions to a challenging problem, and plan and organise the implementation
- Set personal growth goals and engage in self-directed learning according to the concept of lifelong learning
- Collaborate constructively and goal-oriented with people from different cultures – also virtually
- Inspire, motivate, and persuade others through effective communication and argumentation

Curriculum

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	
SELF-DIRECTED LEARNING	SELF-DIRECTED LEARNING	SELF-DIRECTED LEARNING	

Subject to possible alterations.

Build-your-own course

In supervised self-directed learning (3 ECTS), each student or small groups of students choose one extra competence they want to acquire individually during the first three semesters, and which is not part of the curriculum (e.g., programming language, digital marketing, coaching, personality and self-management, etc.). This will prepare you for effective lifelong learning after graduation.



SAS Academic Specialisation (digital badge)

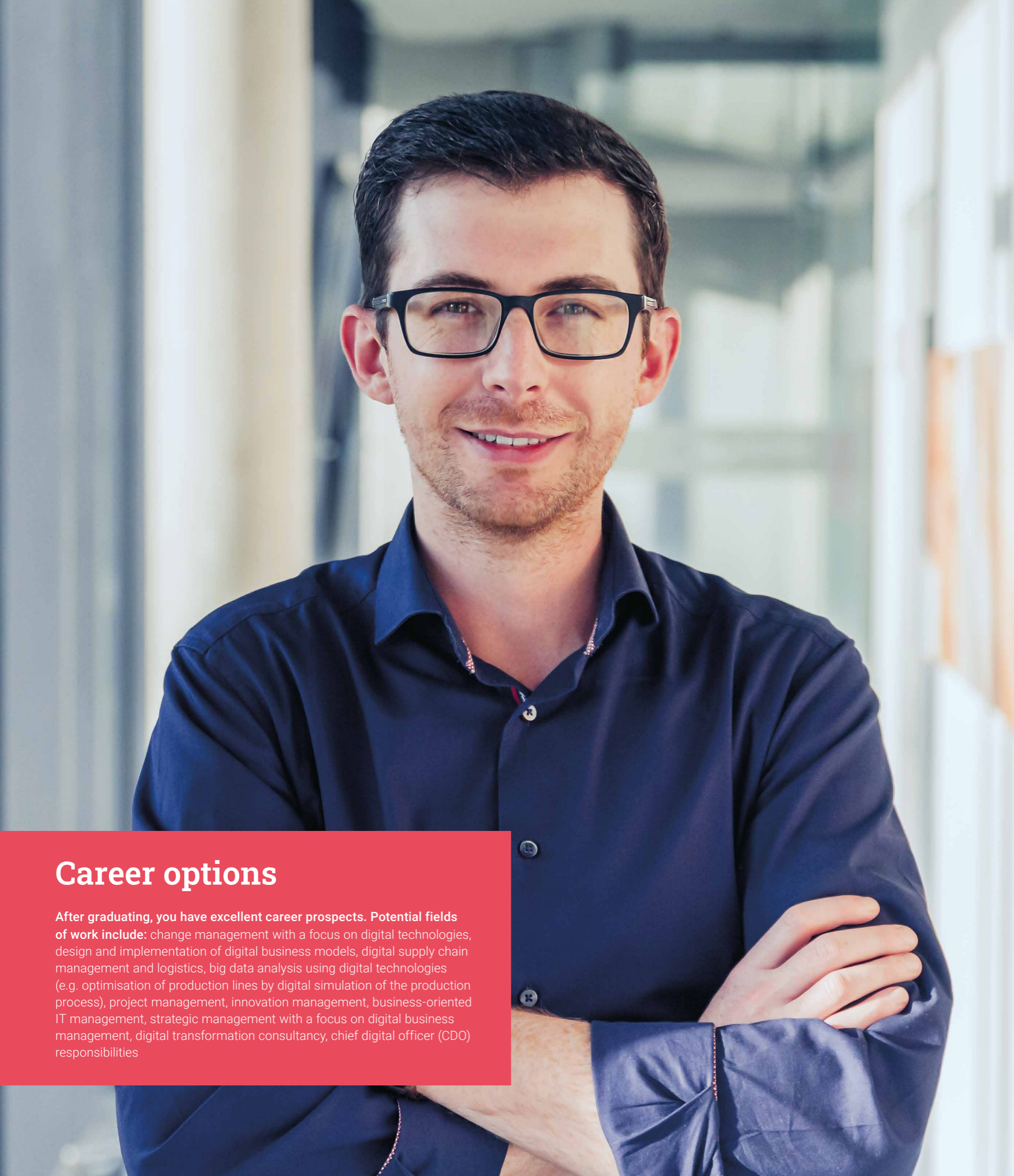
Upon completion of the Module DATA ANALYTICS, you can earn an extra Tier 1 SAS Academic Specialisation in "Digital Business Analytics"



Austrian Standards Certifications

In addition to the degree, this study programme enables you to receive two Austrian Standards personal certifications, namely the P53-Digital Officer and the P59-Innovation Risk Manager certificate.





Career options

After graduating, you have excellent career prospects. Potential fields of work include: change management with a focus on digital technologies, design and implementation of digital business models, digital supply chain management and logistics, big data analysis using digital technologies (e.g. optimisation of production lines by digital simulation of the production process), project management, innovation management, business-oriented IT management, strategic management with a focus on digital business management, digital transformation consultancy, chief digital officer (CDO) responsibilities

A very personal story

SEBASTIAN KEHRER WORKED FOR AN IT COMPANY FOR SEVEN YEARS AFTER GRADUATING FROM HTL SALZBURG FOR ELECTRONICS AND COMPUTER ENGINEERING AND COMPLETED HIS BACHELOR DEGREE PART-TIME. AFTER COMPLETING HIS MASTER DEGREE IN DIGITAL BUSINESS INNOVATION AND TRANSFORMATION AT IMC KREMS, HE FOUNDED HIS OWN COMPANY.

Digitalisation in SMEs

I decided to do a master degree programme because I was already involved in the digitalisation of small and medium-sized companies (SME) during my bachelor studies and wanted to deepen my knowledge. Since in practice the change of organisations turned out to be particularly complex, a master degree programme which focuses on innovation and transformation of companies was exactly what I was looking for.

Modern methods and practical relevance

On the one hand, the highlights of the course are working with the latest methods and concepts – such as DesignThinking, Lego SeriousPlay or Ambidexterity – to shape companies. On the other hand, it is the lecturers who either have

a long-standing, relevant practice background or are themselves still active in practice.

Innovation and creativity

Today, I benefit most from the innovation and creativity methods that attract a lot of business attention, as well as from the methodological skills to question the status quo and rethink things completely. This also includes attempting entrepreneurship yourself.

Modern entrepreneurship

I am already working on my plans for the future. My goal is to develop solutions that help shape a new kind of business, rewriting the rules for businesses and organisations at all levels.

If you want to get in touch, I'll be glad to help.

IMC. It's all in me.

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Accreditations



Memberships

