



Bern University
of Applied Sciences



Virtual
Reality?

Master of Science in Digital Business Administration

Shape the digital future of business and society

The transformation to a digitalised society demands new skills

Our world is becoming increasingly complex, creative and virtual – nothing will remain unaffected by the digital revolution. The way we live and work will be characterised by digitalisation. The introduction of new technologies brings with it far-reaching and fundamental changes for companies, business models, work practices, processes and many other areas. The lifecycles of products and companies are becoming ever shorter, and the need for continuous innovation is growing. This requires a new set of skills from future professionals and specialists.

Become a driver of digitalisation

Our master's degree programme will help you become an expert in how organisations can transform to meet the challenges of the digital future. You will learn skills based on the latest research and industry practice that will equip you for your role as digital professional. We employ state-of-the-art teaching techniques and place great emphasis on individual learning. We place great emphasis on an individual's learning needs. On the basis of real challenges faced by actual businesses ("live cases") you will learn how existing business models can be digitalised and extended with the help of digital techniques. You'll learn about the options offered by the latest digital technologies, discover these from a practical perspective and understand how they can be implemented in organisations. As a driver of digitalisation, you will shape the digital future.

► Business School

Master of Science in Digital Business Administration

Through the master's degree programme Digital Business Administration you will develop the skills to:

- Digitally transform existing organisations
- Digitally develop existing business models
- Design new digital business models

Brief outline

Title/graduation

Master of Science (MSc) in Digital Business Administration

Number of ECTS credits

90 ECTS credits

Type of programme

Work-study (four semesters)
Lectures in 3-4-day blocks, approx. 3-4 x per semester, supplemented by virtual learning

Language of instruction

English

Location

Bern (with virtual learning)

Programme start

The degree programme will start in the autumn semester of 2020.

Next info events:

10 December 2019

20 January 2020

Registration deadline

31 July 2020 (by 31 March study place guaranteed)

Contact and further information:

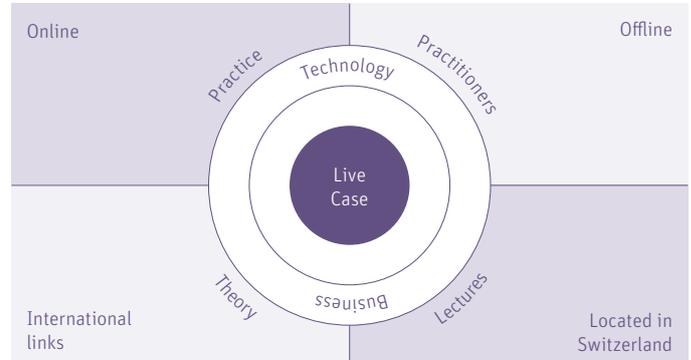
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Highlights of the master's degree programme



- The “live case” concept forms the core of the degree programme: you will apply the content and skills gained to resolve actual challenges being faced by existing organisations.
- The degree programme offers a combination of virtual learning and personal support through lecturers and practitioners.
- The course is internationally orientated and will involve virtual collaboration with foreign universities of applied sciences and their students.

Structure and contents

Applications in Business and Organisations

(e.g. eHealth, FinTech, eGovernment, HR, Marketing, etc...)

Entrepreneurship and Strategy

Leadership and Organisation

Technologies, Data and Operations

Business Research and Methods

Digital Toolbox

The topics dealt with in the degree programme are divided into four module groups:

- Entrepreneurship and Strategy
- Leadership and Organisation
- Technologies, Data and Operations
- Business Research and Methods

Practical skills and methodologies such as change management, design thinking and agility are developed across modules. In short, you will acquire everything you need for your digital toolbox. Application of the programme content in various business sectors and organisations is a common theme through the entire degree programme.

Excellent career prospects

As a graduate of our master's degree programme Digital Business Administration you will be optimally equipped to help shape and guide digital transformation in your organisation. You will have insights into the digital future and be familiar with a range of different technologies. You will understand how these interact with people and organisations.

Typical job profiles are:

- Chief Digital Officer
- Digital Business Architect
- Digital Strategist
- Digital Project Manager
- Digital Business Analyst
- E-Business Manager

Interested?

To find out more contact us.

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