Master of Science Digital Business Administration
Shape the Digital Future

Module Group Competencies and Content

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Study Concept

Module Groups

- Compulsory-elective module group "Strategy and Entrepreneurship"
- Compulsory-elective module group "Leadership and Organisation"
- Compulsory-elective module group "Data and Technology"
- Compulsory modules "Business Research Methods"
- Elective modules

Compulsory-elective modules: At least 12 ECTS Credits from each compulsory-elective module group need to be fulfilled.

Compulsory modules: All modules need to be fulfilled.

Live Case Scenarios

- Digitalise Operations
  - Increase Efficiency
- Expand Digital Business
  - Target Effectiveness & Optimize
- Design Business Models
  - Create & Innovate
Curriculum

1. Semester
- Business in a Digital Environment (DS1a) 3 ECTS-Credits
- Operational Excellence (DS1b) 3 ECTS-Credits
- Agility and New Work (DO1) 3 ECTS-Credits
- Data (DT1) 6 ECTS-Credits
- Scientific Research Methods (DR1) 6 ECTS-Credits
- Deep Dive Digital Transformation I* 6 ECTS-Credits
- Module from MSc BA and MSc Business IT**

2. Semester
- Business Expansion (DS2) 6 ECTS-Credits
- Leadership and Organisational Development (DO2) 6 ECTS-Credits
- Enabling Technologies (DT2) 6 ECTS-Credits
- Scientific Project 1 (DR2) 6 ECTS-Credits
- Deep Dive Digital Transformation II* 6 ECTS-Credits
- Module from MSc BA and MSc Business IT**

3. Semester
- Disruptive Business Models (DS3) 6 ECTS-Credits
- People and Collaboration (DO3) 3 ECTS-Credits
- Emerging Technologies (DT3) 6 ECTS-Credits
- Scientific Project 2 (DR3) 6 ECTS-Credits
- TBD 6 ECTS-Credits
- Module from MSc BA and MSc Business IT**

4. Semester
- International Integration Study Trip (DO4) 3 ECTS-Credits
- Master-Thesis (DR4) 21 ECTS-Credits

* Building of individual expertise profiles (develop and showcase your digital transformation expertise)
Prerequisite: at least 3 years of practical experience in the chosen field of expertise.
Based on transformation of the individual expertise (e.g. industry, function, method, technology)
into applied research in collaboration with Business School Institutes.

** To be agreed on with the heads of master programs

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Strategy and Entrepreneurship

Competencies:
- Graduates develop, evaluate and implement digital strategies. They design organizational solutions for their realization. They will understand how digital ecosystems work and how they can use them.
- They can build or rebuild a company with an innovative digital business model and position it on the market. They can build governance & structures and incorporate them into the change process.
- They act as drivers of digitization in the organization in close cooperation with top management. They create a vision for change, generate energy and a sense of urgency.

Content:
- Digital Business Model Patterns
- Digital & Transforming Markets
- Transformation Strategies
- Digitisation strategies
- Maturity models
- Trend research & reports, forecasting
- Digital Entrepreneurship & Intrapreneurship
- Governance & Compliance
- DSM Initiative
- Maturity Models

As a driver of digitization, design new business models & digitally transform existing businesses.
Leadership and Organisation

Competencies:

▶ Graduates can assess the effects of digital transformation on employees and the organization and take them into account appropriately. They can develop and implement measures to help staff cope with change. They know how to empower employees and can inspire them. They are aware of the opportunities and dangers and can deal with them sensitively.

▶ They are familiar with the opportunities of international, intercultural and interdisciplinary cooperation and can actively participate and profit from them.

▶ They can also set up teams virtually, organize them and lead successfully.

Content:

▶ New leadership qualities
▶ Empowerment
▶ Situated leadership
▶ Leadership between sense and data orientation
▶ Resilience and error culture (fail fast & fail often)
▶ Mindfulness, Digital Detox
▶ Holacracy & other Forms of New Work
▶ Disciplined agility
▶ Team Development & Coaching, Dynamics
▶ Self-organisation

Inspire, empower and lead employees in the transformation process.
Data and Technology

Competencies:

▶ Graduates can recognise the potential of data. They will learn how to prepare data from primary sources and how to analyze them. They can gain valuable insights from this and present them to stakeholders in a visually appealing way.
▶ They understand the effects and benefits of new digital technologies. They can use them entrepreneurially and profitably.
▶ They can use basic technologies and methods in process management to optimize and automate processes.

Content:

▶ Cloud, IoT, Edge Computing, Blockchain...
▶ Bots & Robots
▶ Artificial Intelligence & Machine Learning
▶ Social Media, Exchange & Business Platforms
▶ Data Science & Analytics, Open & Shared Data
▶ Business Intelligence & Data Visualization
▶ Data Protection and Security (GDPR), Data Ethics
▶ Process Management & Optimization

New technologies open up vast possibilities - data is the driver of optimization and innovation in digital transformation.
Business Research Methods

Competencies:

▶ Graduates can work according to scientific methodology. They know relevant research methods and can apply them.
▶ This enables them to integrate knowledge, formulate and test hypotheses, and infer consequences (research-based learning). They can apply all this in an entrepreneurial context.

Content:

▶ Scientific work
▶ Applied Research / Development
▶ Experimental Learning & Mobile Learning
▶ Curiosity driven Learning and Working

The course is based on current scientific methods and the latest findings from applied research.
Digital Toolbox

Competencies:
- Graduates are able to generate ideas in different contexts and with different methods.
- They can identify relevant digital skills and embed them in the company. They know the corresponding methods and tools and can evaluate their targeted use.

Content:
- Digital Skills & Computational Thinking
- Open Innovation, Co-Creation
- Change Management
- Risk management
- (Agile) project management
- Prototyping
- Simulations
- Forecasting
- Design thinking
- Social Media Content & Communication
- Curation of content
- Virtual Collaboration

Tools, skills & methods are the basis with which business models are put into practice.
Didactics

Live Case Scenario
- Design Business Models
- Expand Digital Business
- Digitalise Operations

Master Thesis

Live-Case Independent Learning
- Live Case presentation by company representatives and assignments definition
- Students’ results/outcome presentation for company representatives and lecturers

Collaboration with International Universities
- Q&A Session with company representatives
- Guidance & Coaching by lecturers and experts

Digital Toolbox

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