

MBA

PART-TIME

MASTER OF DIGITAL TRANSFORMATION MANAGEMENT

INTERNET OF THINGS

DATA ANALYTICS

PLATFORM INDUSTRIES

AGILITY

BUSINESS PROCESS MANAGEMENT

SENSORS & ANALYTICS

DATA DRIVEN BUSINESS MODELS

DIGITAL SUCCESS STORIES

IT ARCHITECTURE

SOCIAL MEDIA MANAGEMENT

DATA SECURITY AND COMPLIANCE

BIG DATA MANAGEMENT

DIGITAL DISRUPTION AND TRANSFORMATION

DIGITALIZATION IN FINANCE AND BANKING

House of IT



GOETHE
BUSINESS
SCHOOL
FRANKFURT
UNIVERSITY



"Despite the variety of university programs currently focusing on IT and digitization, a program designed for promising professionals offering a structured approach to apply management tools in a digital context is still missing. We plan to fill this gap and offer an outstanding MBA program with the best of both worlds – academia and professional practice. Collaboration with three renowned universities gives us access to faculty with a wide range of specializations. As internationally recognized experts in their fields, they can make a crucial contribution to the development of future digital leaders. From an entrepreneurial standpoint, the academic view is complemented by hands-on practitioners who ensure the program's relevance to real-world business."

Prof. Dr. Birgitta Wolff, President, Goethe University Frankfurt



"Digitalization is poised to restructure our economy and will drastically change our lives. It can help us to detach economic development from the consumption of resources, improve wellbeing without exhaustive exploitation and ensure economically sustainable dynamics for our resource-poor country. Yet it also calls into question many established business models. To take advantage of these opportunities and minimize risks, we must shape this digital transformation – in politics and society as well as within the individual enterprise."

Tarek Al-Wazir, Minister of Economics, Energy, Transport and Regional Development, State of Hessen

Digital disruption is impacting every economy, every industry, every enterprise, every institution and therefore every manager. Digital disruption is introducing an unprecedented degree of uncertainty into enterprise or governmental business strategy and management due to the infinite number of opportunities it opens to those fast enough to take them.

Speed of business and speed of change are critically important. From the World Wide Web to the Internet of Things, from the Industrial Internet to the Internet of Everything, the largest, most comprehensive integration project that mankind has ever seen is well under way.

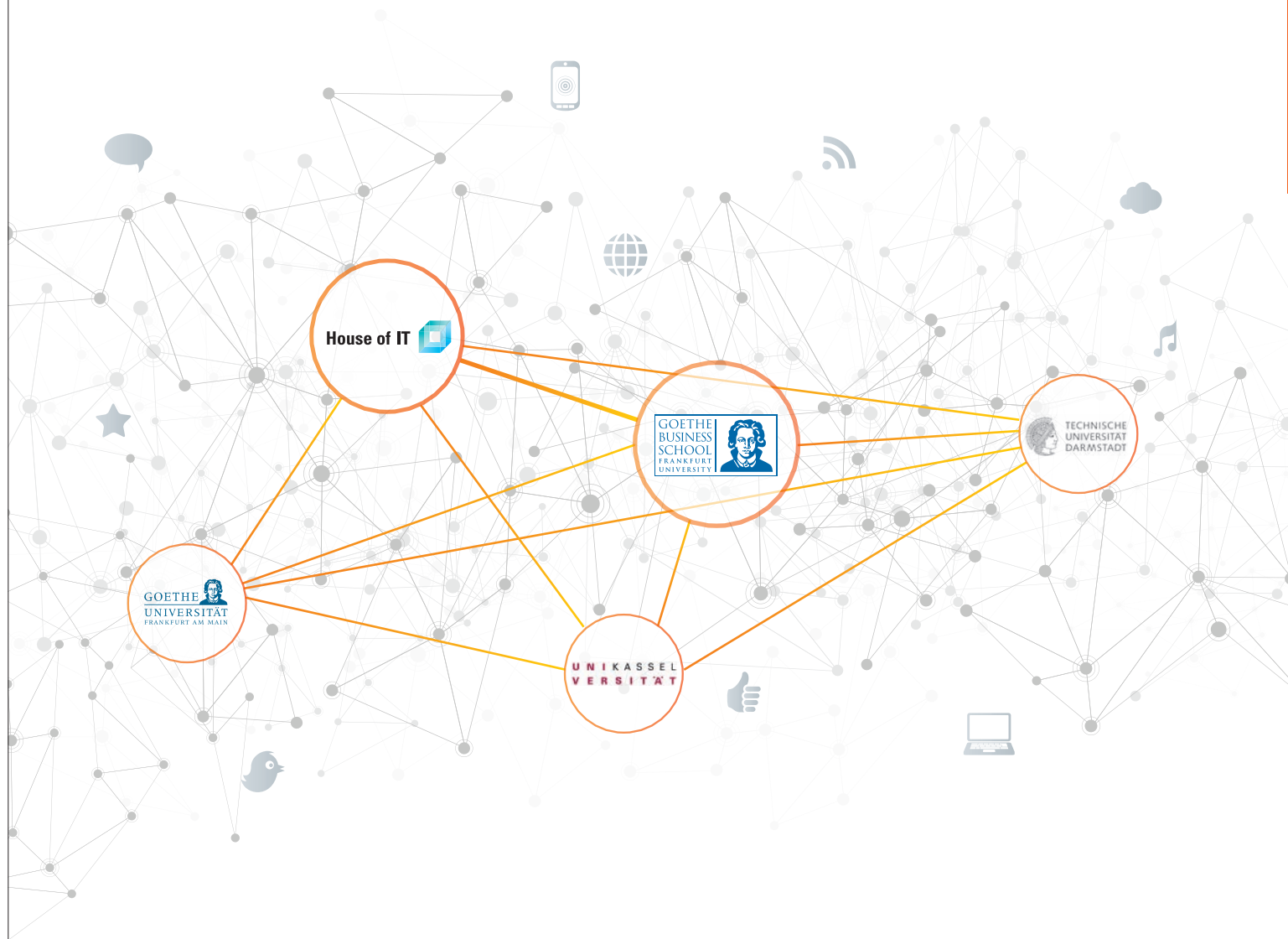
Developing today's business strategies requires an in-depth knowledge of the threats, challenges and possibilities presented by digitalization and the IT technologies and software tools available to deal with them.

Are you equipped to base your business strategy around the integration of these technologies? Can you identify which of the many coming and available technologies will have a lasting impact on your industry, your enterprise and your career? Answering these questions and many more, form the core of the Master of Digital Transformation Management. Mastering the skill of assessing the impact of IT technology on business and of making IT technology the business will equip you for the digitalization era. Can you afford to ignore it?

PART-TIME MASTER OF DIGITAL TRANSFORMATION MANAGEMENT AT A GLANCE

TARGET GROUP			
Designed for ambitious professionals of all industries who want to	<ul style="list-style-type: none"> Seize the chances of the digital revolution and successfully transform their businesses for long-term success 	<ul style="list-style-type: none"> Boost their careers and deepen their knowledge while pursuing professional goals 	<ul style="list-style-type: none"> Shape the digital revolution and become a digital leader
INTERDISCIPLINARY CONTENT			
1. Foundation Courses Get to know fundamental principles and practices to manage business processes in the digitalized world	2. Concentration Courses Apply management principles to trends, perspectives and strategic opportunities related to the digital transformation	3. Specialization Courses Dig deeply into the challenges and opportunities digitalization offers for your business	4. Master Thesis Master thesis based on a real business project with an emphasis on digitalization
Throughout the program, ethical aspects of digitization and its effects on business decisions are reflected from multiple perspectives.			
PART-TIME FORMAT			
The program can be completed within two years – including bi-weekly classes (on Friday afternoons and Saturdays) during semesters 1-3 and the subsequent master thesis in semester 4. In addition to in-class lectures, blended learning elements will be implemented.			
ACCREDITED DEGREE			
 Graduates earn a “Master of Business Administration” (MBA) degree from the AACSB-accredited Faculty of Economics and Business Administration at Goethe University Frankfurt. In line with the Faculty's rigorous quality management system, teaching evaluations are regularly conducted to ensure a sustainably high level of teaching quality.			
COOPERATION PARTNERS			
Goethe University Frankfurt, Technische Universität Darmstadt, University of Kassel, Goethe Business School, House of IT			

SHAPE THE DIGITAL REVOLUTION AND
BECOME A DIGITAL LEADER



"I took responsibility as Academic Director for this highly competitive degree program because it offers a strong focus on the fundamental principles driving successful business strategies and processes in the digitalized business future – beyond short-dated buzzwords. The Master of Digital Transformation Management provides the instruments and knowledge for vital and sustainable decisions in the digitalized world."

Prof. Dr. Roland Holten, Full Professor for Information Systems Engineering, Goethe University Frankfurt and Academic Director, Master of Digital Transformation Management



CANDIDATE PROFILE

The ideal candidate is expected to have:

- First university degree
- 3-5 years of post-degree professional work experience across industries and institutions
- Proficiency in written and spoken English

CURRICULUM	SEMESTER
PROGRAM ORIENTATION	
FOUNDATIONS COURSES	
MANAGERIAL ACCOUNTING & CONTROLLING	SEM. 1
ORGANIZATIONAL BEHAVIOR	
CORPORATE FINANCE	
STRATEGIC MANAGEMENT AND ORGANIZATIONAL CHANGE	
CONCENTRATION COURSES	
IT ARCHITECTURES & DIGITAL BUSINESS MODELS	SEM. 2
HIGH PERFORMANCE LEADERSHIP	
DIGITAL MARKETING	
DIGITAL PROCESS MANAGEMENT	
SPECIALIZATION COURSES (SELECT 4 FROM A VARIETY OF COURSES, E.G.)	
DIGITAL SUCCESS STORIES & DISRUPTIVE TECHNOLOGIES	SEM. 3
DATA SCIENCE & BUSINESS ANALYTICS	
DIGITAL TRANSFORMATION & PROJECT MANAGEMENT	
DATA SECURITY & COMPLIANCE	
INDUSTRY 4.0 & DIGITAL TRENDS	
DIGITAL INNOVATION & INCUBATION	
DIGITALIZATION IN FINANCE (FINTECH, INSURTECH, REGTECH)	
MASTER THESIS	
SEMINAR / THESIS COLLOQUIUM	SEM. 4
MASTER THESIS	

Subject to change · Version of October 2016



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WHY CHOOSE THE PART-TIME MASTER OF DIGITAL TRANSFORMATION MANAGEMENT?

OUTSTANDING FACULTY

The program is taught by outstanding faculty selected from the pool of cooperating universities with a prestigious international reputation for their thought-leading teaching and research. It combines theory with market-relevant applications. The faculty is complemented with prominent innovation-oriented practitioners from other leading institutions.

IDEAL WORK STUDY BALANCE

The program is designed for professionals who wish to continue their careers while pursuing a master's degree. Classroom instruction takes place every second weekend on Friday afternoons and all day on Saturdays, thereby minimizing the amount of time away from work in order to attend lectures and complete course assignments.

CUTTING-EDGE EXPERTISE IN DIGITALIZATION

Students benefit from the broad background and diversified professional expertise of the faculty involved in the program: Academics present latest findings in their respective fields, whereas practitioners contribute their practical and business-oriented knowledge. Regular lectures are supplemented by talks from guest speakers on single hot topics.

BROADER CAREER PERSPECTIVES

Gaining digital practice-based management know-how during the program enables students to enhance their career potential and become digital leaders by leveraging their management capabilities.

SHAPE THE DIGITAL REVOLUTION AND BECOME A DIGITAL LEADER

EXCELLENT FACILITIES AND STUDY RESOURCES

Students are matriculated at Goethe University Frankfurt and, therefore, have access to all university facilities and services, including the RMV semester tickets for public transportation. When not in class, students stay connected with faculty, fellow students and GBS program management through a virtual learning platform.

NETWORKING OPPORTUNITIES

Exchanging ideas with guest speakers as well as sharing experiences with a stimulating and professional participant group will enable students to build a strong network of digital leaders.

UNIQUE LOCATION

Classes are held at Goethe University's Campus Westend, one of the most modern campuses in Europe. Located in the center of Frankfurt, at the heart of Europe's business community, the campus offers state-of-the-art facilities and an ideal and stimulating learning environment.

"Digitization isn't just an IT matter. It will hugely affect all processes, all industries, all companies, and all levels of public administration. Knowledge of new digital technologies, evaluation of their strategic importance and the practical possibility of implementing them are the key to success — and talent management, corporate training and continuing education are taking on an ever greater importance. The extra-occupational MBA program "Master of Digital Transformation Management" crucially contributes to this."

Karl Rathgeb, Member of the Executive Board Germany, Accenture Holding GmbH & Co. KG and Member of the Executive Board, House of IT



"For years, the House of IT has been involved with current issues in IT. It has been a force behind developing a master's program that reflects the challenges of digital development across the board and that is closely integrated with all other business processes. There is currently no master program like the Master of Digital Transformation Management in Germany. It is an outstanding offering for those companies hiring and developing the promising young employees who hold an MBA degree in the area of digitalization from Goethe University Frankfurt, as well as for those employees themselves who are interested in the interface between IT and management."

Gunther Ruppel, former Board Member, Ernst & Young GmbH Wirtschaftsprüfungsgesellschaft and Member of the Executive Board, House of IT



"The digital economy in Europe is at the heart of the next industrial revolution, and digital Darwinism will be unkind to those who wait. This is why we need more leaders with deep understanding of digitalization transformation processes for the business. The new master program is the perfect foundation to support the opportunities and chances for enterprises and their customers – with the clear goal to innovate, differentiate and win in a digital world."

Karl-Heinz Streibich, CEO, Software AG and Member of the Executive Board, House of IT





"The digital transformation creates new opportunities as well as challenges for companies of all sizes. A particular success factor in this context are highly trained employees with excellent interdisciplinary skills. To satisfy these demands, we have contributed to develop a unique MBA program providing an effective transfer of knowledge in the fields of digitalization, management, and innovation."

Prof. Dr. Peter Buxmann, Full Professor, Information Systems, Technische Universität Darmstadt and Member of the Executive Board, House of IT



TECHNISCHE
UNIVERSITÄT
DARMSTADT



"The master program is designed for prospective leaders — both those with a deep interest in the challenges of the ongoing digital transformation and those with the creative power to shape the future. The profound academic knowledge, leadership skills and practical expertise the program provides will enable professionals to manage the coming challenges of a digitalized world."

Prof. Dr. Wolfgang König, Executive Director of the House of Finance, E-Finance Lab and Chair of Business Administration, esp. Information Systems, Goethe University Frankfurt



"Digitization will change every aspect of business and society. We have to design this transformation process so that the changes bring as many advantages as possible, while retaining values that are important to us. Digitization should strengthen freedom, self-determination and work/life balance. This calls for responsible management. The master's degree program is meant to create the conditions for this."

Prof. Dr. Alexander Roßnagel, Chair of Public Law with focus on law of technology and environmental protection, and Director of the Interdisciplinary Research Center for Information System Design (ITeG), University of Kassel

UNI KASSEL
VERSITÄT

COMBINING EXPERTISE IN MANAGEMENT AND DIGITALIZATION FROM ACADEMIA AND PRACTICE

To ensure an expedient interaction between high-level academic contents taught and innovative up-to-date practical standards in view of the digital revolution, we employ a tandem model comprising faculty from both academia and practice. The faculty with the best fit for each module is chosen from the large pool of Goethe University Frankfurt, Technische Universität Darmstadt and the University of Kassel, Frankfurt's innovation hub institutions (e.g., Tech Quartier and Goethe University Business Incubator Frankfurt am Main) as well as the wider House of IT network.

UNIVERSITY FACULTY

Experienced lecturers from various faculties provide scientific fundamentals and in-depth knowledge based on the latest research results.

MANAGEMENT PROFESSIONALS

Top-profile management professionals present hands-on case examples and practical implications based on their day-to-day business experience.

COACHING AND TRAINING EXPERTS

Distinguished experts use novel coaching and training techniques to promote the development of specific personal or professional goals.

DIGITAL NATIVES & ENTREPRENEURS

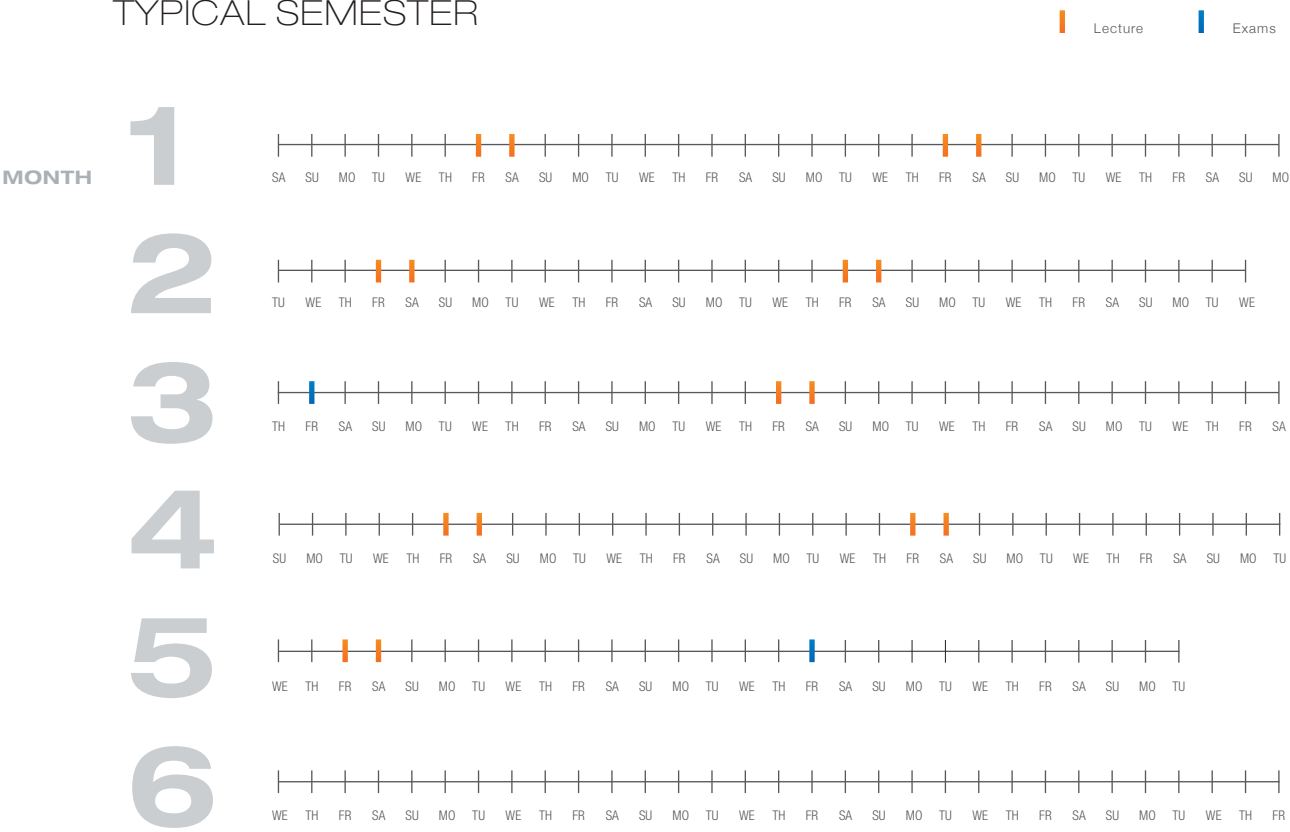
Exceptional representatives from established as well as start-up companies with a proven experience in shaping the digitalized world provide perspectives from different angles and promote innovative thinking.

COMPACT, JOB-COMPATIBLE CURRICULUM

The program's job-compatible format minimizes the time away from work and at the same time gives ample time for self-study between class weekends.

- The program can be completed in 4 semesters, i.e. 3 semesters of lectures + 20 weeks for the master thesis in semester 4.
- A typical semester (see below) is composed of a series of bi-weekly lectures with subsequent exams.
- Lectures are scheduled on Friday afternoons and Saturdays (public holidays excluded) in semesters 1-3. In addition to in-class lectures, blended learning elements will be implemented.
- Each semester concludes with a semester break.
- All dates are fixed well in advance allowing for long-term planning of academic and professional schedules.

TYPICAL SEMESTER



"We have done more than just develop a career-compatible format that combines challenging professional work with successful study. Parallel study and work also allow students to participate in shaping the ongoing digitization from the very first semester. Course content can be directly implemented into professional practice, and study projects, such as the master thesis, are designed for direct practical relevance."

Prof. Dr. Lars Schweizer, UBS-Endowed Professor for Strategic Management, Goethe University Frankfurt and Academic Director, Master of Digital Transformation Management

Goethe University Frankfurt is the ideal choice for anyone looking for a place of study with an excellent learning infrastructure and a distinctive international flair on a central, modern and green campus. The university successfully combines global thinking with a strong local tradition.

GOETHE BUSINESS SCHOOL



Since 2004, Goethe Business School offers executives and young professionals an exclusive and broad portfolio of education and training programs at Goethe University Frankfurt – at the heart of Europe's financial center. The

GBS learning approach is truly unique as it offers a custom-tailored type of education based on the combination of insights of leading academics, practical content as well as relevant soft skills. The attractive study facilities of Campus Westend enable participants to further enhance their professional and personal skills.

HOUSE OF IT

House of IT



The House of IT is a scientific center for the promotion of innovative information and communication technologies. As an interdisciplinary platform for industry, science and government, it is embedded in one of Europe's most prominent IT clusters. The mission: help shape the regional IT ecosystem. To this end, the House of IT researches future-oriented topics, provides support for start-ups and develops innovative, post-gradual professional education programs. What all programs have in common is an interdisciplinary approach to the digitalization of industry.

**INFORMATION
SESSIONS**

Find out more and
register online for an
information session at
[www.goethe-business-
school.de/info](http://www.goethe-business-school.de/info)

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WWW.GOETHE-BUSINESS-SCHOOL.DE

WWW.HOUSE-OF-IT.EU

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