

# Study and examination regulations for the Master's degree program in Digital Business Modelling and Entrepreneurship (full-time / part-time) at the HDBW University of Applied Sciences

valid for students starting their studies from winter semester 2024/25

**from 16.09.2024**

This translation serves to inform our international students. The valid legal reference can be found in the original „Studien- und Prüfungsordnung für den Masterstudiengang Digital Business Modelling and Entrepreneurship (Vollzeit / Teilzeit) an der Hochschule der Bayerischen Wirtschaft für angewandte Wissenschaften“

Based on Art. 9, Art. 80 para. 1, Art. 84 para. 2, para. 3, para. 4, para. 6, Art. 85, Art. 86 of the Bavarian Higher Education Innovation Act (BayHIG) of August 5, 2022 (GVBl. p. 414, BayRS 2210-1-3-WK) and based on the agreement of the Bavarian State Ministry of Science and the Arts of July 29, 2024, the HDBW University of Applied Sciences (hereinafter HDBW) issues the following study and examination regulations:

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## § 1

### Purpose of the study and examination regulations

These study and examination regulations serve to complete and supplement the General Examination Regulations of the HDBW (APO) in the currently valid version.

## § 2

### Study objective

- (1) <sup>1</sup>Building on a degree in business administration, the Master's degree program in Digital Business Modelling and Entrepreneurship provides students with the knowledge and skills required to qualify for demanding management tasks in an increasingly globalized environment. <sup>2</sup>The Master's degree program is assigned to the "application-oriented" profile type. <sup>3</sup>The degree program therefore includes the following qualification objectives:
  - a. Students know the components and action dimensions of digital business models.
  - b. Students are familiar with the instruments for founding and expanding companies (e.g. business planning, finance, organization).
  - c. Students understand the role of behavior-oriented principles of successful digital business models and their implementation in core business disciplines (e.g. marketing, value chain management, consumer behavior, leadership).
  - d. Students know the importance of neighboring disciplines for the development and management of successful digital business models (e.g. IT, law).
  - e. Students have an application-oriented understanding of the aspects listed in a - d. and are able to implement them independently as an employee in a responsible position in a start-up and/or an existing company.
- (2) <sup>1</sup>In addition to a deepening of specialist knowledge, the Master's program teaches interdisciplinary scientific and application-oriented knowledge, which is intended to expand students' qualifications with the aim of preparing them for professional specializations. <sup>2</sup>Empirical questions and research approaches based on quantitative methods as well as qualitative-interpretative methods are used in a significant way and characterize the Master's degree course.
- (3) <sup>1</sup>The Master's degree program also promotes skills that are important for professional practice, such as social competence, communication skills and cooperative teamwork. <sup>2</sup>In addition, students should be able to independently develop scientific methods that are useful in practice. <sup>3</sup>Particular emphasis is therefore placed on the integration of project studies.

### § 3

#### Qualification for the study program

- (1) Qualification requirements for admission to the Master's degree program in Digital Business Modelling and Entrepreneurship are:
  - a. Proof of a degree in business administration comprising at least 180 ECTS credits and at least six theoretical semesters of study at a university or an equivalent degree.
  - b. <sup>1</sup>Proof of good written and spoken English language skills. <sup>2</sup>Proof is provided by the language certificates of competence level B2 specified in the European Framework of Reference (Annex 2). <sup>3</sup>Proof is also deemed to have been provided if the applicant has successfully completed an English-language course at a secondary school or university or is a native English speaker.
- (2) <sup>1</sup>The Examination Board (see § 3 APO) decides on the equivalence of university degrees and other degrees according to para. 1 a. and proof according to b. in compliance with Art. 86 para. 1 BayHIG. <sup>2</sup>The equivalence of university degrees (including first degrees without credit points) shall be assumed provided that no significant differences in the competencies acquired in this degree program are identified and justified.

### § 4

#### Standard period of study, structure of the degree program, academic degree

- (1) <sup>1</sup>The Master's degree program is offered full-time and part-time. <sup>2</sup>The standard period of study for the full-time course is three theoretical semesters including the Master's thesis. <sup>3</sup>The standard period of study for the part-time course is five theoretical semesters including the Master's thesis. <sup>4</sup>Details are set out in the curriculum.
- (2) <sup>1</sup>If a student can provide evidence of a completed university degree for which fewer than 210 ECTS credit points (but at least 180 ECTS credit points) have been awarded, the prerequisite for passing the Master's examination is proof of the missing ECTS credit points from the relevant undergraduate degree course in Business Administration at the HDBW. <sup>2</sup>For this purpose, the Examination Board (see § 3 APO) determines which competencies (learning outcomes) the student has not acquired in his/her completed first degree compared to a university degree program comprising 210 ECTS credits and determines the modules and examinations to be completed by the student. <sup>3</sup>The modules and examinations determined by the examination board will be communicated to the student upon enrolment. <sup>4</sup>They must be completed by the start of the third semester.
- (3) There is no entitlement for the Master's degree program to be carried out if the number of applicants is insufficient.

- (4) Upon successful completion of the Master's examination, the academic degree "Master of Arts", abbreviated to "M.A.", is awarded.

## **§ 5**

### **Credit points**

- (1) <sup>1</sup>Credit points (ECTS points) are awarded for the successful completion of modules. <sup>2</sup>One credit point corresponds to a study load of approximately 30 hours. <sup>3</sup>The number of credit points per module can be found in Appendix 1 to these study and examination regulations.
- (2) Successful completion of the degree program requires 90 credit points.

## **§ 6**

### **Courses and certificates of achievement**

- (1) <sup>1</sup>The courses (modules), their number of hours, the type of courses, the number of credit points, the course-related certificates of achievement and further provisions are set out in Annex 1 to these study and examination regulations. <sup>2</sup>
- (2) All modules are either compulsory modules or compulsory elective modules:
- a. Compulsory modules are the modules of the degree program that are mandatory for all students.
  - b. <sup>1</sup>Compulsory elective modules are the modules of the degree program that are offered individually or in groups as an alternative. <sup>2</sup>Each student must make a specific selection from among them in accordance with these study and examination regulations. <sup>3</sup>Once the student has decided on a module at the beginning of the semester, this module must be taken and is included in the transcript of records.
- (3) <sup>1</sup>All modules and examinations and/or performance assessments are held in English; further details can be found in the module handbook. <sup>2</sup>The examinations take place in the specified examination periods after the end of the lecture period or during the semester.
- (4) <sup>1</sup>The form of the examination will be announced by the Examination Board in accordance with Section 5 (3) APO. <sup>2</sup>A combination of different examinations is possible (partial examinations).
- (5) <sup>1</sup>Insofar as Annex 1 of these study and examination regulations does not contain any conclusive provisions, the module handbook shall contain further specifications. <sup>2</sup>If

several partial examinations are required to pass the module, it must be clearly defined how the parts are weighted and whether it is necessary to pass all parts in order to pass the module as a whole.

## **§ 7** **Final module**

- (1) <sup>1</sup>The final module consists of two components in accordance with § 24 APO:
  - a. <sup>1</sup>The independent preparation of a Master's thesis. This comprises at least 70 pages of content and should not exceed 120 pages. <sup>2</sup>Cover sheet, all lists, index and additional pages in the introduction and credits do not count.
  - b. <sup>1</sup>The defense and presentation of the results of the Master's thesis with an examination discussion in which the content of the Master's thesis is also linked to other content of the degree program. <sup>2</sup> The defense and presentation of the results of the Master's thesis should not exceed 15 minutes. <sup>3</sup>The total duration of the defense should not exceed 30 minutes
- (2) <sup>1</sup>The topic of the Master's thesis can be issued by a professor responsible for the subject at the earliest after the end of the lecture period of the second semester. <sup>2</sup>A prerequisite for the issue of the topic is the acquisition of 55 ECTS credits.
- (3) <sup>1</sup>The Master's thesis is assessed in a written report, in which the qualitative and/or quantitative-empirical research methodology is to be presented in particular. <sup>2</sup>If the Master's thesis is assessed as "insufficient", it can be repeated once with a new topic. <sup>3</sup>The new topic must be assigned no later than one month after notification of the result of the failed Master's thesis. <sup>4</sup>With regard to the processing time, the regulations for the first attempt apply.

## **§ 8** **Passing the Master's examination**

The Master's examination is passed if

- a. at least the grade "sufficient" or the grade "passed" was achieved in all modules required for passing the Master's examination according to Annex 1 Module Overview of the Master's degree program in Digital Business Modelling and Entrepreneurship, including the Master's thesis
- b. and a total of at least 90 credit points have been earned.

**§ 9**  
**Entry into force**

These study and examination regulations come into force on 16.09.2024 and apply to students of the Master's degree program Digital Business Modelling and Entrepreneurship at the HDBW starting in the winter semester 2024/25.

## Appendix 1:

Module overview of the Master's degree program **Digital Business Modelling and Entrepreneurship (full-time / part-time)** at the **Bavarian University of Applied Sciences Sciences - HDBW**

MoNr.	Module mit Lehrveranstaltungen	LVF	V	SWS	MoP	LP*	SEM VZ	SEM TZ
<b>DBME1</b>	<b>Grundlagen der Geschäfts- und Ertragsmodellentwicklung / Principles of Business Modelling Revenue Model Design</b>				sP 60-120 min. od. (PA 20-40 S. und PR 20-40 min.)	5	1	1
DMBE1	Grundlagen der Geschäfts- und Ertragsmodellentwicklung / Principles of Business Modelling Revenue Model Design	VL/UE	P	4				
<b>DBME2</b>	<b>Grundlagen der Unternehmensgründung / Principles of Entrepreneurship for Start-ups</b>				sP 60-120 min. u. PA 20-40 S. u. PR 15-30 min.	5	1	1
DBME2	Grundlagen der Unternehmensgründung / Principles of Entrepreneurship for Start-ups	VL/UE	P	4				
<b>DBME3</b>	<b>Digitale Kultur, Trend Analyse und kreative Kombinatorik / Digital Culture, trend analysis and creative combination</b>				sP 60-120 min. od. (PA 15-30 S. u. PR 15-30 min.)	5	1	1
DBME3	Digitale Kultur, Trend Analyse und kreative Kombinatorik / Digital Culture, trend analysis and creative combination	VL/UE	P	4				
<b>DBME4</b>	<b>Grundlagen des Wirtschaftsrechts für Start-ups / Principles of Business Law for Entrepreneurs</b>				sP 60-120 min od. (PR 20-40 min. u. PA 10-20 S.)	5	1	3
DBME4	Grundlagen des Wirtschaftsrechts für Start-ups / Principles of Business Law for Entrepreneurs	VL/UE	P	4				
<b>DBME5</b>	<b>Grundlagen der Wirtschaftsinformatik / Principles of Business IT</b>				sP 60-120 min od. (PR 20-40 min. u. PA 10-20 S.)	5	1	1
DBME5	Grundlagen der Wirtschaftsinformatik / Principles of Business IT	VL/UE	P	4				
<b>DBME6</b>	<b>Strategie und Innovationsmanagement / Strategy and Innovation Management</b>				sP 60-120 min. u. PA 20-40 S. u. PR 15-30 min.	5	1	2
DBME6	Strategie und Innovationsmanagement / Strategy and Innovation Management	VL/UE	P	4				
<b>DBME7</b>	<b>Gründungsfinanzierung und Finanzplanung / Entrepreneurial Finance and Financial Planning</b>				sP 60-120 min. u. PA 10-20 S. u. PR 10-20 min.	5	2	2
DBME7	Gründungsfinanzierung und Finanzplanung / Entrepreneurial Finance and Financial Planning	VL/UE	P	4				
<b>DBME8</b>	<b>Digitale Wertschöpfungsketten - Überlegungen zu front- und back-end / Digital Value Chain Management - front-end and back-end considerations</b>				sP 60-120 min oder (PR 20-40 min. u. PA 20-40 S.)	5	2	2
DBME8	Digitale Wertschöpfungsketten - Überlegungen zu front- und back-end / Digital Value Chain Management - front-end and back-end considerations	VL/UE	P	4				
<b>DBME9</b>	<b>Erzeugung und Management von Kundenerlebnissen / Creating an Managing Customer Experience</b>				sP 60-120 min. od. (PA 20-40 S. u. PR 10-20 min.)	5	2	2
DBME9	Erzeugung und Management von Kundenerlebnissen / Creating an Managing Customer Experience	VL/UE	P	4				

<b>DBME10</b>	<b>Analyse von Geschäften und Daten Management / Business Analytics and Data Management</b>					sP 60-120 min od. (PR 20-40 min. u. PA 20-40 S.)	5	2	3
DBME10	Analyse von Geschäften und Daten Management / Business Analytics and Data Management	VL/UE	P	4					
<b>DBME11</b>	<b>Digitales Marketing / Digital Marketing</b>					sP 60-120 min. od. PA 20-40 S. od mP 15-30 min.	5	2	3
DBME11	Digitales Marketing / Digital Marketing	VL/UE	P	4					
<b>DBME12</b>	<b>Produkt- und Service-Design / Product and Service Design</b>					sP 60-120 min. u. PA 10-20 S. u. PR 10-20 min.	5	2	3
DBME12	Produkt- und Service-Design / Product and Service Design	VL/UE	P	4					
<b>DBME13</b>	<b>Intrapreneurship und Veränderungsmanagement für digitale Unternehmen / Intrapreneurship and Change management for Digital Enterprises</b>					sP 60-120 min. od. PA 20-40 S. od mP 15-30 min.	5	3	4
DBME13	Intrapreneurship und Veränderungs-management für digitale Unternehmen / Intrapreneurship and Change management for Digital Enterprises	VL/UE	P	4					
<b>DBME14</b>	<b>Management von heterogen Teams im Laufe unternehmerischer Lebenszyklen / Management of heterogeneous teams over corporate lifecyclesups</b>					sP 60-120 min. u. PA 10-20 S. u. PR 15-30 min.	5	3	4
DBME14	Management von heterogen Teams im Laufe unternehmerischer Lebenszyklen / Management of heterogeneous teams over corporate lifecycles	VL/UE	P	4					
<b>DBMEMT</b>	<b>Master-Thesis</b>								
DBMEMT1	Masterthesis	SSt	P			70-120 S.	18	3	5
DBMEMT2	Verteidigung / Defense	mP	P			15-30 min.	2		

\* Credit points (CP) are awarded according to the European Credit Transfer System (ECTS).

### Legend

A	Application-oriented specialization	AM	Final module
B	Business administration	BP	Work placement
BS	Block seminar	MT	Master's thesis
BL	Blended learning	F	Professional specialization
G	Basic studies	HA	Term paper
KO	Colloquium	L	Laboratory lessons
LP	Credit points	LVF	Type of course
min.	minutes	MoNo.	Module number
mP	Oral examination	MoP	Module examination
N.N.	Not named	P	Compulsory event
PA	Project work	PB	Internship report
PL	Practice-oriented course	PR	Presentation
PS	Practical semester	R	Presentation or short paper
S	Seminar	S.	Pages
SK	Language course	sP	Written examination
SPJ	Study project	SSt	Self-study
SWS	Semester hours per week	TZ	Part-time
UE	Exercise	V	Liability
VE	Defense	VL	Lecture
VZ	Full-time	WL	Workload
WP	Compulsory elective course		



## Appendix 2:

Overview of the recognition of English language certificates that must be provided in accordance with the European Framework of Reference for Languages at level B2:

<sup>1</sup>The study and examination regulations stipulate the following standardized test procedures with the corresponding "minimum scores" as proof of language competence level B2:

- Test of English as a Foreign Language (TOEFL) internet based at least 89 points or
- International English Language Testing System (IELTS) at least 7.0 or
- Test of English for International Communications (TOEIC), minimum score: 700 points

<sup>2</sup>Proof of the required language competence can also be provided by a Cambridge First Certificate in English (FCE), a Cambridge Certificate of Proficiency (CPE) or the Business English Certificate (BEC) Vantage.

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Issued on the basis of the decision of the HDBW Senate on 13.12.2023 and on the basis of the agreement of the Bavarian State Ministry of Science and the Arts of 29.07.2024, AZ L-3.H6484.3.13/2/11.

Munich, 16.09.2024

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Prof. Dr. Kerstin Fink, President

The statutes were deposited at the university on 16.09.2024, the deposit was announced on 16.09.2024 by posting at the university. The date of the announcement is therefore 16.09.2024.