CURRICULUM M.A. DIGITAL PRODUCT MANAGEMENT

DISTANCE LEARNING, 60 ECTS

Semester			Module	Course Code	Course	ECTS	Type of Exam
FT	PT I	PT II					
1. Semester	1. Semester	1. Semester	Fundamentals of Digital Product Management	DLMPROFDPM01	Fundamentals of Digital Product Management	5	Exam or Written Assignment
			Product Development	DLMBPDDT01	Product Development	5	Exam
			Digital Business Models	DLMIDBM01_E	Digital Business Models	5	Exam or Case Study
	2. Semester	2. Semester	Digital Analytics und Strategies	DLMMADAS01_E	Digital Analytics und Strategies	5	Case Study
			Digital Business Management	DLMDBMDBM01_E	Digital Business Management	5	Exam or Oral Assignment
			Applied Research	DLMAF01_E	Applied Research	5	Written Assignment
2. Semester	3. Semester	3. Semester	Seminar: Current Issues in Product Management	DLMPROSCPM01	Seminar: Current Issues in Product Management	5	Research Essay
			ELECTIVE A*		e.g. Data Science and Analytics	10	
		4.	Master Thesis		Master Thesis Thesis Defense	14 1	Master Thesis Presentation: Colloquium
Total 60 ECTS							

Elective A

Agile, Social and Creative Methods
Artificial Intelligence
Big Data Applications
Data Science and Analytics
Data Miner
Data Driven Marketing and Controlling
Digital Transformation in Production
Entrepreneurship and Disruptive Innovation
Growth Hacking and Conversion Rate Optimization
Manufacturing Methods Industry 4.0 and Internet of Things
Salesforce Developer Specialization
Process Management with Scrum
Project Management with Prince2
UI/UX Expert

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You can find more information about your degree program in the module handbook on our website.

☑

You've already planned out exactly how your course schedule should look? Wonderful!
The IU International University of Applied Sciences offers you the flexibility to choose any module you like from any semester. You can work on a number of modules at the same time or one by one.

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At the beginning, choose modules that particularly interest you or that you can use directly in your job. This motivates you and gives you success right from the start.

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* Elective: Choose one module

FT: Full-Time, 12 months
PT I: Part-Time I, 18 months
PT II: Part-Time II, 24 months