

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 and Strategies	DLMADAS01_E	Digital Analytics and Strategies	5	Case Study
			Digital Business Management	DLMDBMBM01_E	Digital Business Management	5	Exam or Oral Assignment
			Applied Research	DLMAF01_E	Applied Research	5	Written Assignment
2. Semester	3. Semester	Seminar: Current Issues in Product Management	DLMPROSCPM01	Seminar: Current Issues in Product Management	5	Research Essay	
		ELECTIVE A*		e.g. Growth Hacking and Conversion Rate Optimization	10		
		Master Thesis	DLMMTHES01 DLMMTHES02	Master Thesis Thesis Defense	14 1	Master Thesis Thesis Defence	
Total 60 ECTS							

Elective A

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



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



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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.



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.



* Elective: Choose one module

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