CURRICULUM M.A. Digital Product Management

DISTANCE LEARNING, 60 ECTS credits

Semester			Module	Course Code	Course	ECTS credits	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	Digital Analytics and Strategies	DLMMADAS01_E	Digital Analytics and Strategies	5	Case Study
	2. Semester		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	Seminar: Current Issues in Product Management	DLMPROSCPM01	Seminar: Current Issues in Product Management	5	Research Essay
	3. Semester		ELECTIVE A*		e.g. Growth Hacking and Conversion Rate Optimization	10	
		4.	Master Thesis	DLMMTHES01 DLMMTHES02	Master Thesis Thesis Defense	14 1	Master Thesis Thesis Defence
Total 60 ECTS credits							

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.

iu

INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES