

## 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	2. Semester	Digital Analytics and Strategies	DLMMADAS01_E	Digital Analytics and 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. Growth Hacking and Conversion Rate Optimization	10	
	4.	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.



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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