STRONG STUDIES.
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The Digital Technology and Management degree programme is highly interdisciplinary. Your study content is made up of six subject areas:

- Digital Technology
- Management
- Integrative Modules
- Language and Soft Skills
- Practical Phase, Specialization and Bachelor Thesis
- Fundamentals of Mathematics, Informatics and Scientific Methods

Individualize your study program from the start and benefit from various elective and specialization options.

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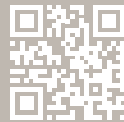

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The Digital Technology and Management degree programme offers you a well-founded and application-oriented education that prepares you for a globalised and digitalised working world. You will acquire technical and IT knowledge as well as management know-how, language skills and intercultural competences. After your studies, the world is open to you.

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„The "iStudy" among the degree programmes – international, interdisciplinary, individual, practice-integrated and IoT-focused."

Prof. Dr. Julia Heigl, Program Coordinator
Digital Technology and Management

During your studies, you will benefit from small groups that allow intensive cooperation between students and lecturers. Innovative teaching methods, modern hardware and software and digital tools are integrated in our teaching.

Small groups and innovative teaching methods

Digitalisation, big data, globalisation, industrial internet of things and artificial intelligence – the course addresses these megatrends, includes highly topical subjects and provides you with the necessary technical and methodological knowledge to successfully implement digitalisation in companies.

Highly topical and interdisciplinary

The English-language degree programme strengthens your intercultural skills in addition to your language skills – e.g. through summer and winter schools at international partner universities, joint modules or possible semester abroad.

International and intercultural

Thanks to the close cooperation with partner companies you can get a taste of the practical world right from the start – e.g. through guest lectures, excursions, lecturers from practice, business games and numerous projects with and in companies.

Practical and application-oriented