

The program is organized as follows

first year:

- ▶ German as a Foreign Language (540 hours)
- ▶ Business Economics
- ▶ Basics of Business Informatics and System Development
- ▶ Digital Value Creation Processes
- ▶ Data Bases and Data Analysis
- ▶ Scientific Work I: (Introduction to scientific work)

second year:

- ▶ Business German (630 hours)
- ▶ Economics
- ▶ Big Data Management

third year:

- ▶ Business and IT Law
- ▶ IT Service and Security Management
- ▶ Digital Communication and Marketing
- ▶ Virtual Collaboration and Team Management
- ▶ Innovation and Change Management
- ▶ Digital Project Management and Entrepreneurship
- ▶ Project Work : (“Digital Business”)
- ▶ Studium Generale
- ▶ Scientific Work II: (Empirical research methods)
- ▶ Business Plan Development and Digital Business Models

fourth year:

- ▶ Digital Innovation Lab
- ▶ Internship
- ▶ Bachelor Thesis

Bachelor of Arts (B.A.) + telc German C1

Credit Points:	180
location:	Berlin/Germany
length of course:	4 years
tuition fees:	33.360 Euro (4 installments; each year EUR 8.340)
start:	February (application deadline: November 1st.) October (application deadline: July 1st.)
Course language:	English/German (first two years: English; last two years: German)
Academic requirements:	Entrance requirements higher school education and English Language B2
Selection process:	It will take place in India or via Skype

Fachhochschule des Mittelstands (FHM) – University of Applied Sciences

The Fachhochschule des Mittelstands (FHM) is a private, state accredited University of Applied Sciences based in Bielefeld, Germany. About 5.000 FHM students are enrolled in 55 Bachelors and Masters as well as Pre-Studies- programmes. More than 500 students come from abroad. FHM operates eight German campuses in Bielefeld, Cologne, Pulheim, Hannover, Bamberg), Berlin, Rostock and Schwerin delivering undergraduate and postgraduate programmes in the areas of Business, Media, Health Management and Social Work.



**Bachelor of Arts (B.A.)
Digital Business Management**



B.A. Digital Business Management

Self-driving vehicles, thinking machines, intelligent warehouses or a web-based administration of buildings via smart phone - in the coming years our world will be fundamentally changed. The digitalization will revolutionise the entire economy revolutionize and innovative jobs will be created. Everything can be googled, business appointments can be skyped, photos or videos can be facebooked and instagamed. Regardless of where and when: Thanks to smart phones the digital world is a copy of the reality - and the economy must adapt to the changed conditions. Enterprises need highly-trained specialists and managers who are at home in the digital world and who can participate in this change. The course of studies B.A. Digital Business Management trains you for this challenge.

The course Digital Business Management prepares you as an up-coming executive for the challenges of the future: Study already today how you can expand the business world of tomorrow and form it in a future-oriented way. Find out in a scientific manner how Facebook, Google, Amazon and Apple

continue to develop, how we hear music or how we see films. Also which types of companies will remain and which changes are significant for global player, for the medium-sized enterprise or for innovative small companies. With your Digital Business Management course of studies you can be part of the "Digital Tomorrow" and the "Internet of Things".

As a future specialist or executive, you can recognize the potentials of digital technologies can develop and deploy small applications as well as plot the future of your company with digital business strategies. By completing this course, you can become a "digitalization consultant" - the digital economy can create a quarter of a million additional jobs up to the year 2030. Experts assume that in the field of "Digital Business", also the incomes will be clearly higher in Germany in the course of the digital revolution. As a graduate of the Bachelor course of studies "Digital Business Management" you will belong to the makers of the "digital world" and with your knowledge to the innovators in business and society.



How to apply

Requirements:

For a university entrance a higher school education certificate (12th standard) is required for acceptance into the Digital Business Management program.

Good English language skills that correspond to Level B of the CEFR (Common European Framework of Reference for Languages) or proof of English language to Bachelor Degree standard are required for the course. This language proficiency can be demonstrated with the following certificates:

- ▶ ALTE level: Level 3
- ▶ IELTS exam: minimum score of 5 - 6
- ▶ TOEIC: score of 541 - 700
- ▶ TOEFL iBT: minimum score 87
- ▶ UNICert: minimum UNICert II

German language skills are not required for the Digital Business Management Bachelor's program. However, a visa and residence permit is necessary to study in Germany.

Application Process:

You may commence the Bachelor's Program in the winter semester (beginning early October) or the spring semester (beginning early February). The application deadlines for each respective semester are as follows:

▶ Winter term: 1st July ▶ Spring: 1st November

Application documents:

In order to consider your application for our Bachelor's course, we need the following documents:

- ▶ Application form
- ▶ CV
- ▶ Copy of entrance requirement
- ▶ Copy of transcript of records/ mark sheets
- ▶ Copy of passport
- ▶ B2 English language certificate (IELTS min 5.0; TOEFL min. 87 pts.) language university entrance requirement

The application documents must be sent by email to:

zrowotke@fh-mittelstand.de



You can download the application form here