



MBA

**GREEN
ECONOMY
AND
DIGITAL
INNOVATION**

Part-time education

Online study programme with
up to 2 physical weeks per year

90 credits

HMM 

The Master of Business Administration (MBA) is the internationally accepted academic degree for digital innovators. With the MBA degree in Green Economy and Digital Innovation, the increasingly rapid social, technological, economic and ecological change is actively met as a digital expert and innovation manager.

In the MBA Green Economy and Digital Innovation innovative brains from all over the world with an affinity for digital technology and innovation mindset meet to develop green business models (entrepreneurship) and innovation management strategies (intrapreneurship) in tight cooperation with companies.



Testimonials



Jessica Beales

Business Case Controller
FMS Wertpapiermanagement AÖR

„The MBA program gives the perfect opportunity to combine the two very important topics of digitalisation and sustainability within an economic background. Especially the practice-oriented cooperations with different companies make this study program unique.“



Sira Kantana

Senior Key Expert
Siemens Mobility

„I've realized that there is much for me to learn in business. Therefore, I've chosen this program to continue advancing my professional career in data-driven while understanding business management. Not just a general business, but the sustainable business that can accomplish good for our customers, our company, and the earth.“



Welcome Green Intercultural Networking

The MBA Green Economy and Digital Innovation builds a platform and supports the development of a new "school of thinking": For the first time, it links "Digital Innovation" with "Green Topics" - so-called "Greenovation":

- The MBA acts as an institution to host, contact, network, to live open innovation: students, lecturers and companies are invited, so that one can work on "Green Business Projects" in collaboration.
- The MBA has a profiling effect by focusing on the future topics of digitalization and innovation in addition to the five central core areas of a MBA (Strategy, leadership, marketing, finance, law).
- The MBA has a future-oriented effect, as sustainable offerings - so-called "green products and services" - will determine the economy and society.



Why is this MBA relevant?

"Because you can inspire customers and employees with innovative applications and sustainable transformations." - **Johann Roth** Area Vice President, EMEA Central Business Operations at Salesforce



„The climate crisis is demanding creative solutions from us (mostly with a digital core or components) that make a substantial contribution to the environment, are affordable for consumers and are a pleasure to use!" - **Christian Krawczyk**, Co-Founder hey circle



"Values create benefit. Companies are increasingly perceiving the topic of sustainability as a business opportunity - and for this they need professionals who break new ground and drive change." - **Adrian Steiner**, Senior Solution Engineer, EMEA at Salesforce

Learning Methods

- **Problem-based Learning:** With the integration of real business problems and company representatives and a combination of practical seminars, interactive lectures and team-based projects supports the virtual and part-time study.
- **Lab-based Learning:** Learning Lab “Digital Technologies” to gather hands on digital experience (www.ll4dt.org), Co-Innovation Lab to organise innovation projects between students and companies (www.co-inno-lab.org), and Greenovation4Impact (www.greenovation4impact.org) to experience environmental and climate topics learning content is made particularly specifically tangible.
- **Networking Weeks:** Obligatory presence weeks allow besides the deepening of topics, cooperations, company visits also the improvement of the own network.

Extract from the list of cooperation partners

- AracariEnergy
- BMW
- Baywa Re
- Climeworks Zürich
- Global Climate
- Hey Circle
- imat-uve GmbH
- Salesforce
- TÜV Süd



Schedule

| Winter Semester | | | |
|---|------|------|-----|
| Module | Exam | ECTS | SWS |
| The Future of a Green and Digital Economy | P | 6 | 4 |
| Agile Project Management for Digital Green Business | P | 6 | 4 |
| Digital Process Innovation for Green Business | P | 6 | 4 |

| Summer Semester | | | |
|--|------|------|-----|
| Module | Exam | ECTS | SWS |
| Business Models of Digital Green Entrepreneurship | P | 6 | 4 |
| Innovation Competencies and Design Thinking Skills | P | 6 | 4 |
| Data-Driven Digital Transformation in Green Business | P | 6 | 4 |

| Winter Semester | | | |
|--|------|------|-----|
| Module | Exam | ECTS | SWS |
| Innovation Finance and Green Venture Capital | P | 6 | 4 |
| Marketing and Sales Strategies for Green Products and Services | P | 6 | 4 |
| Managing Green Organizations: Leadership, Culture and Strategy | P | 6 | 4 |

| Summer Semester | | | |
|--|------|------|-----|
| Module | Exam | ECTS | SWS |
| Project Study: Designing a Digital Business for the Green Market | P | 6 | 4 |
| Research Study: Future Foresight and Digital Innovation | P | 6 | 4 |
| Green Business and Information Law | P | 6 | 4 |

| Summer and Winter Semester | | | |
|-------------------------------|--------------|------|-----|
| Module | Exam | ECTS | SWS |
| Master's Thesis and oral exam | Thesis & Col | 18 | 2 |

The MBA will offer 3 modules each in four semesters; in the fifth semester the master thesis will be realized.

Several modules are implemented by a professor in congenial partnership with another professor or representatives of a company.

Each module thus combines a topic from one or more companies that is geared towards Digital Green Business.

No matter where you are located, you will have virtual workshops with the lecturers and other students one day a week - on Friday - and work on the other days. One week in the semester - January/ February and July -, you physically come together in (or near) Munich with the other students and lecturers to expand your network, go on field trips, and explore in-depth topics.



ECTS: European Credit Transfer and Accumulation System

SWS: Semester hours/ week

P: Project work

Col: Presentation of thesis

HM

Actual lecturers



Prof. Dr. Eva Anderl
Data Science



Prof. Dr. Lars Brehm
Project Management



Prof. Dr.-Ing. Holger Günzel
Process Innovations



Prof. Dr. Wolfgang Habelt
Innovation and Strategy



Prof. Dr. Dominik Hammer
Leadership



Silke Hillebrand
Design Thinking



Prof. Dr. Wolfgang Hössl
Finance



Prof. Dr. Eberhard Hohl
Leadership and Personality



Prof. Dr. Holger Hoppe
Sustainability



Prof. Dr. Andreas Humpe
Data Science



Prof. Dr. Christian Locher
Business Models



Prof. Dr. Jessica Slamka
Business Models



Prof. Dr. Susanne Spintig
Marketing and Sales



Prof. Dr. Henrike Weiden
Law



Hochschule München

Hochschule München University of Applied Sciences is the second largest University of Applied Sciences in Germany. Our 18,000 students and our location in a leading European business center afford fantastic opportunities. With more than 2.000 students, about 50 professors, and around 70 part-time lecturers, the Department of Business Administration is one of the largest business schools in Germany. This enables us to offer a unique and diverse range of learning opportunities.

Our further Bachelor and Master programs are accredited by the FIBAA (Foundation for International Business Administration Accreditation). As one of the top universities located in the business hub of Munich, our students benefit from our partnerships with leading international companies. In university rankings such as the ranking of the “Wirtschaftswoche”, which is based on regular surveys of the business community, the Department of Business Administration has been among the TOP 5 in Germany for years.



Admission Requirements

- A certified copy of your bachelor's degree certificate and transcript from your studies.
- Evidence of achieved 210 ECTS credits of a bachelor's degree or diploma programme. If you have less than 210 ECTS but a minimum of 180 ECTS you can obtain the missing ECTS during your master studies prior to the end of the second semester by completing a 20 week internship or on the approval of competencies.
- Evidence of qualifying work experience of generally not less than one year.
- Aptitude test (in June) with proven record of success.



Information

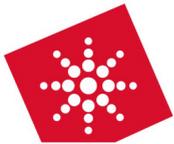


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LinkedIn

Further Information



Learning Lab
Digital Technologies

Learning Lab
“Digital Technologies”
(www.LL4DT.org)



Co-Innovation
LAB

Co-Innovation Lab
(www.co-inno-lab.org)



Greenovation4Impact
(www.greenovation4impact.org)



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