Study and Examination Regulations
for the full-time Master's Degree Program
Digitalization and Innovation
at Hof University of Applied Sciences

From 25th October 2021

> **Only the German version of this document is legally binding.**
>
> **This English translation is for your convenience only.**

Based on the Article 13 Section 1 (2) and Article 43 Section 5 (2) of the Bavarian Higher Education Act (Bayerisches Hochschulgesetz - BayHschG) (BayRS 2210-1-1-WFK), the Hof University of Applied Sciences hereby implements the following study and examination regulations:

§ 1

Purpose of the Study and Examination Regulations

[1]These regulations govern the admission criteria for the full-time Master's program in Digitalization and Innovation, as well as its content and structure. [2]Furthermore, these regulations complement the guidelines for the examination for the Universities of Applied Sciences (Rahmenprüfungsordnung für die Fachhochschulen - RaPO - BayRS 2210-4-1-4-1-WFK) and the General Examination Regulations of Hof University of Applied Sciences (APO) by defining the regulations of the examinations of this degree program.

§ 2

Admission Requirements for the Master's Degree Program

(1) [1]Admission requirements for the full time master's degree program in Digitalization and Innovation are

1. a successfully completed professional bachelor's degree in engineering, humanities, social sciences, economics or an equivalent degree with a minimum of 180 credits (according to the European Credit Transfer System – ECTS) from a German or a foreign university,

2. the proof qualification for this specific degree program in accordance with § 3,

3. a work experience in accordance with Article 2.

[2]The examination board determines whether these requirements have been fulfilled or not.

(2) [1]Before starting the degree program applicants must have worked in a specialized professional or management position in accordance with Article 1 Section 1 (1), in which they must have acquired experience in the area of digitalization, change management, production management or project management. [2]This work experience must have been at least for one year and have included at least 1500 working hours.[3] Positions that typically meet the requirements of Section 1 are in particular:

- − Junior Digital Manager,
- − Junior Project Manager,
- − Junior Developer,
- − Junior Technical Advisor,
- − Junior Business Manager,

− Junior Product Manager,
− Junior Process Manager,
− Junior (Digital) Marketing Manager,
− Junior Program Manager,
− Junior Brand Manager.

§ 3

Proof of eligibility for this specific Degree Program

[1]The degree program in accordance with § 2 Article 1 Section 1(1) must have been finished with an overall minimum grade of 2.5 or equivalent. [2]The grading criterion in Section 1 is also met if applicants can provide evidence that they belong to the top 50 percent of graduates in the respective degree program.

§ 4

Degree Program Objectives

[1]The degree program is intended to give the students the tools for optimally and efficiently implementing future requirements in management and in the establishment of new departments, units or entire companies. [2]The graduates of the program shall be able to take up specialist and leadership positions in management in internationally operating companies. [3]The degree program in particular provides in-depth knowledge in innovation and change management as well as in the creation, use and implementation of digital solutions. [4]Due to its international orientation, the acquisition of intercultural competence is also essential for the successful completion of the program.

§ 5

Standard Duration of Study, Program Structure

(1) [1] The standard duration of study is four semesters. [2]The program is structured as a full-time course.

(2) [1]The program generally comprises two compulsory internships, namely the module "Internship" with duration of 900 hours (30 credits) and the module "Master´s Thesis" with 900 hours (30 credits). [2]The module "Master´s Thesis" can exceptionally be completed in another form under the prerequisites of § 8 Article 3. [3]During the compulsory internships the students are supervised by the Hof University of Applied Sciences.

§ 6

Modules

(1)   [1]The modules required for passing the master's examination, type and scope of courses, required types of examination and the evaluation according to the European Credit Transfer System (ECTS) are specified in the appendix. [2]Teaching and examination language is generally English; the teaching and examination language in the modules "German…" is German; for the modules "Internship" and "Master Thesis", students may choose to use German entirely or partly as the language of instruction and examination, however the choice of the language of instruction requires the agreement of the internship company concerned. [3]In the case of elective modules, which can be chosen from the range of other study programs, the teaching and examination language is determined by the regulations of the corresponding study and examination regulations.

(2)   [1]Study and examination of the module "Internship" require the acquisition of 50 credits in the master's program. [2]Students who wish to complete this module at a company or at a company location in the German-speaking area must also have proof of German language proficiency with minimum level B1 of the CEFR before starting the module; §2 Article 1 Section 2 shall apply accordingly. [3]A proof in accordance with the Section 2 is not required if the university entrance qualification or a university degree or equivalent has been acquired in

German or if the company in question informs the examining board in writing that the internal and external communication with the student during the course of the internship would not be in German or only to minor extent in German.

(3)   [1]For students who have neither acquired their university entrance qualification nor a university degree or equivalent qualification in German, the modules "German A2" and "German B1" are compulsory, unless they provide the examination board with evidence of German language skills at least at level A2 of the CEFR. [2]If they have German language skills at this level, they must complete the module "German B1" and one compulsory elective module of their choice; if they have German language skills at least at level B1 of the CEFR, they must complete two compulsory elective modules of their choice, whereby access to the modules "German C1.1" and "German C1.2" requires proof of German language skills at least at level B2 of the CEFR. [3]In all other cases, two elective modules must be selected. [4]Students who have obtained their university entrance qualification or a university degree or equivalent degree in German cannot select the modules "German ...".

(4)   In addition to those listed in the Appendix, elective modules from other ifw master's courses may also be chosen, provided the students fulfil the admission requirements specified in § 2 Article 1 Section1 (1) and (2) of the relevant study and examination regulations.

(5)   [1]Students are not entitled to being offered all the elective modules. [2]The offered courses shall be laid out in the program curriculum.

§ 7

Module Catalogue, Program Curriculum

(1)   [1]The Department for Continuing Education provides a module catalogue. [2]The module catalogue defines the teaching content and learning objectives of the modules in detail. [3]In addition, it contains, in particular, a detailed provision on the examinations listed in the Appendix. [4]If the same module is offered several times in a semester, the module catalogue determines the criteria for the distribution of students on the courses offered.

(2)   [1]In addition, the Department for Continuing Education provides a program curriculum. [2]The program curriculum provides detailed information about the courses offered by the institute and the recommended course of study.

(3)   [1]The module catalogue and program curriculum are approved by the Department Council of the Department for Continuing Education in agreement with the Examination Board and are to be published by the University. [2]The announcement of new regulations must take place latest by the beginning of the semester, in which the regulations are to be applied for the first time.

§ 8

Master's Thesis

(1)   In the master's thesis, students shall demonstrate their ability to apply the knowledge acquired during their studies in an independent application-oriented scientific work to solve an economic problem.

(2)   [1]Subject to the following section, the master's thesis serves to deal with a concrete operational problem and is therefore prepared within the framework of a special related internship. [2]This consists of 900 hours (30 credits).

(3)   Upon request, notwithstanding with section 2 the examination board may permit the Master's thesis to be written independent of a concrete operational problem and therefore outside an internship, provided that the practical relevance of the thesis is nevertheless ensured and the topic is suitable for a particular theoretical specialization.

(4)   The time from the proposal of the topic of the master thesis to the submission is six months.

§ 9

Academic Degree

Based on the passing of the master's examination Hof University of Applied Sciences awards students a Master of Business Administration (M.B.A.) degree.

§ 10

Examination Board

[1]The Department for Continuing Education establishes an examination board for the full-time master's degree program in Digitalization and Innovation. [2]The examination board consists of a chairperson and two further members. [3]The members of the examination board are elected by Department Council of the Department for Continuing Education.

§ 11

Coming into force

These Statutes shall enter into force on 1st November, 2021.

Issued on the basis of the resolution of the Senate of the Hof University of Applied Sciences of 20th October 2021 and the approval of the President of the University of Applied Sciences on 25th October 2021.

Hof, 25th October 2021

signed

Prof. Dr. Dr. h. c. Jürgen Lehmann

President

Appendix (for § 6 Section 1 Sentence 1)

1	2	3	4	5
Module groups and numbers	**Modules**	**Credits**	**Course types**	**Examinations**
Basic modules				
1	Strategic and Financial Framework	5	SU, Ü	Koll25
2	Innovation Management	5	SU, Ü	Kl90
3	Traditional and Agile Project Management	5	SU, Ü	Kl90
4	Applied Data Analytics, Artificial Intelligence and Internet of Things	5	SU, Ü	Kl90
5	Internship	30	Pr	PrB
6	Master´s Thesis	30	Pr	AA
Core modules				
7	Digital Business Models	5	SU, Ü	Kl90
8	Data Security and Compliance	5	SU, Ü	Kl90
9	Leadership and Change Management	5	SU, Ü	Präs20 with Concept paper
10	Ideation Techniques and Digital Innovation	5	SU, Ü	Kl90
11	Smart Production and Factory Planning	5	SU, Ü	Kl90
12	Supply Chain Management	5	SU, Ü	mdlP20
Compulsory elective modules				
13	Corporate Strategy and Controlling	5	SU, Ü	Kl90
14	Quality Management	5	SU, Ü	Kl90
15	Procurement Management and Risk Management	5	SU, Ü	Kl90
16	Communication and Negotiation Skills	5	SU, Ü	Kl90
17	Industrial Marketing and Sales Strategies	5	SU, Ü	Kl90
18	Industry 4.0 / Data Management	5	SU, Ü	Kl90

19	Recent Trends in Digitalization and Innovation	5	SU, Ü	P[1]
20	German A2	5	SU, Ü	KI90 and mdlP15[2]
21	German B1	5	SU, Ü	KI90 and mdlP15[2]
22	German B2.1	5	SU, Ü	KI90 and mdlP15[2]
23	German B2.2	5	SU, Ü	KI90 and mdlP15[2]
24	German C1.1	5	SU, Ü	KI90 and mdlP15[2]
25	German C1.2	5	SU, Ü	KI90 and mdlP15[2]

Annotations:

[1] KI90, CP90, StA (also with Präs15) or Ref30. The details are regulated in the module catalogue.

[2] Admission to the examinations requires 75% attendance during the course.

Translation of Abbreviations:

AA   Final Thesis
CP   Computer aided Exam*
KI   Written Exam*
Koll   Colloquium * (Presentation of Approx. 15 minutes with subsequent questions on the subject of the presentation)

mdlP   Oral Examination*
P   Examination
Pr   Internship

PrB   Internship report (not graded, but evaluated as "successfully completed" or "not successfully completed")
Präs   Presentation* PPT
Ref   Presentation *
StA   Course Assignment
SU   Lecture or seminar
Ü   Tutorial

* With indication of the examination duration in minutes.