“Digitalization is poised to restructure our economy and will drastically change our lives. It can help us to detach economic development from the consumption of resources, improve wellbeing without exhaustive exploitation and ensure economically sustainable dynamics for our resource-poor country. Yet it also calls into question many established business models. To take advantage of these opportunities and minimize risks, we must shape this digital transformation – in politics and society as well as within the individual enterprise.”

Tarek Al-Wazir, Minister of Economics, Energy, Transport and Regional Development, State of Hessen

“Despite all the different degree programs on IT and digitization, German universities offer few programs that teach ambitious professionals a structured approach to using management instruments in a digital context. However, the Goethe University MBA program brings the two worlds together, combining academic instruction with professional practice. Collaboration with three renowned universities provides students with a multitude of instructors for comprehensive, hands-on continuing education on relevant topics. As internationally recognized experts in their fields, interdisciplinary instructors from science and the professional world make a crucial contribution to educating tomorrow’s leaders.”

Prof. Dr. Birgitta Wolff, President, Goethe University
INTRODUCTION

The digital transformation describes the most profound change of our age. It no longer entails the mere implementation of new technologies, but requires the establishment of a new understanding of collaboration and leadership. Not least due to increased organizational complexity and increasing uncertainty as a result of rapidly changing markets, the qualification profile of executives has changed fundamentally in the course of digital transformation.

Are you equipped to deal with the strategic impact of new technologies on your industry and your business? Can you handle digital disruption and the speed of change? Are you prepared for new work and leadership models? Would you like to become a frontrunner of digital transformation in your organization? Do you wish to expand your professional network to the digital community? Are you poised for mastering new challenges?

Join us and apply to the most innovative MBA program in Germany – the Master of Digital Transformation Management (MBA)!

AT A GLANCE

TARGET GROUP

Ambitious professionals from diverse academic and professional backgrounds looking to shape the digital revolution, become a digital leader, and transform their businesses for long-term success. As a minimum eligibility requirement for admissions, applicants should have:

• Bachelor’s degree (180 ECTS) or equivalent
• 2 years of post-degree professional work experience
• Proven proficiency in written and spoken English

INTERDISCIPLINARY CONTENT

• Foundations of management and leadership in the digital world
• Impact of technology and disruptive innovation on business models
• Practical applications customized to your individual preferences

PART-TIME FORMAT

The program consists of four semesters – with bi-weekly classes on Fridays (1pm to 8pm) and Saturdays (9am to 5pm) during semesters 1-3 and the subsequent master thesis (20 weeks) in semester 4. Each semester concludes with a semester break.

PROGRAM START

The program starts annually in October.

ACCREDITED DEGREE

Graduates earn an MBA degree from the AACSB-accredited Faculty of Economics and Business Administration at Goethe University.

COOPERATION PARTNERS
“The intense collaboration between faculty, industry experts, and MBA students lead to very fruitful and interesting discussions from various perspectives on the impact, challenges and especially chances of the digital age. Regardless of the stage of your career, age or industry you are working in, this MBA program succeeds in providing a great platform for relationship building with faculty, industry professionals, and fellow-students. Despite the constantly shifting and highly diverse nature of digital transformation, I gained a deeper understanding of what digital transformation stands for, and how we can manage it. I am totally convinced that I made the right decision to join this program, becoming a pioneer in the field Digital Transformation Management.”

Sara Muenrich, Class of 2019

“We have done more than just develop a career-compatible format that combines challenging professional work with successful study. Parallel study and work also allow students to participate in shaping the ongoing digital transformation from the very first semester. Course content can be directly implemented into professional practice and study projects, such as the master thesis, are designed for direct practical relevance.”

Prof. Dr. Lars Schweizer, UBS-Endowed Professor for Strategic Management, Goethe University and Academic Director, Master of Digital Transformation Management

“After a couple of years of full-time work experience, I quite luckily got to know the Digital Transformation MBA program of GBS. I am based in Frankfurt and with my background in business informatics this was the one program I was waiting for. Being able to work full-time while getting insights from a broad variety of lectures, external speakers and of course my cohort is a great combination. If you want to take the next step in your personal and professional development, this program offers a great opportunity to establish a network in multiple industries and get a deep understanding of the digital transformation of our society and economy.”

Patrick Michalke, Class of 2019
COMPACT, JOB-COMPATIBLE CURRICULUM

The program’s job-compatible weekend format both minimizes the time away from work and gives ample time for self-study between class weekends. All dates are fixed well in advance allowing for long-term planning of personal and professional schedules.

GENERAL COURSES

Management and leadership fundamentals in the digital context: Students learn the essentials of business with focused case studies, business examples and guest speakers that drive digital transformation.

MANAGERIAL ACCOUNTING & CONTROLLING
ORGANIZATIONAL BEHAVIOR
CORPORATE FINANCE
STRATEGIC MANAGEMENT & CORPORATE DEVELOPMENT

SEM. 1

DIGITAL BUSINESS MODELS & ARCHITECTURES
DIGITAL LEADERSHIP
DIGITAL MARKETING
DIGITAL PROCESS MANAGEMENT

SEM. 2

SPECIALIZATION COURSES

Opportunities and challenges of digital transformation: Students select four from a variety of courses according to their professional and personal preferences. Broaden your perspectives and look beyond your own expertise to discover how digital transformation is re-shaping the businesses of the future.

DIGITAL SUCCESS STORIES & DISRUPTIVE TECHNOLOGIES
DATA SCIENCE & BUSINESS ANALYTICS
DIGITAL TRANSFORMATION & PROJECT MANAGEMENT
DATA SECURITY & COMPLIANCE
SMART INDUSTRY & DIGITAL TRENDS
DIGITAL INNOVATION & INCUBATION
DIGITALIZATION IN FINANCE

SEM. 3

INTEGRATED WORKSHOPS

Participate in a series of workshops integrated throughout the curriculum, designed to develop the skills you need to make an impact on your career.

PERSONAL DEVELOPMENT AND SKILLS WORKSHOPS

SEM. 1-3

MASTER THESIS

Final project to apply the knowledge gained in the program: Students address a real-world challenge from their own experience or company. In a preparatory course, students learn the necessary scientific methods and narrow down their thesis topic.

SCIENTIFIC METHODS FOR RESEARCH & WRITING
MASTER THESIS

SEM. 4

Graduates earn a Master of Business Administration (MBA) degree from the AACSB-accredited Faculty of Economics and Business Administration at Goethe University.
MY TEACHING EXPERIENCE

“During the classroom sessions and the group work we had very active discussions about the different concepts covered in the course. Students brought questions from their working environments that we discussed together. We discovered that for some aspects in digital transformation, solutions to particular problems are quite similar among firms and industries, whereas the solutions would be quite heterogeneous for others. Most interestingly, the discussion about Key Performance Indicators for digital transformation led to a handful of measures that, at the end, everyone perceived as being the most relevant ones.”

COURSE CONTENT

My course deals with generating and using accounting information in the context of digital transformation. Students learn different methods to allocate overhead to products and services. Moreover, they learn how to use the generated information for planning, control, and strategic decisions and get insights into how to employ this information for performance evaluation purposes. For example, we work on establishing Key Performance Indicators that help firms to assess their progress in terms of digital transformation.

OUR TEACHING EXPERIENCE

“The students appreciated the d.quarks model, because it gave them a navigation to follow on how to get digital transformation started in their company. The trip to Berlin provided a better understanding of how the digital ecosystem works and helpful contacts to startups and VCs were made. The students were a particularly engaged group, and the experience tour brought them together for a unique experience and encouraged an especially impressive interaction among the group.”

COURSE CONTENT

The course provides more insights into the patterns of the digital platform economy and actual digital business model archetypes. We introduce the d.quarks model, the standard reference model of digital transformation, looking at key capabilities in the areas of value creation, design, delivery, and enablers. Our experience tour provides insights into Berlin’s digital ecosystem by visiting venture capitalists, startups, company incubators, and accelerator programs. We learn more about culture and capabilities for innovation while considering agility, collaboration and participation.
MY TEACHING EXPERIENCE

“With this program unique are the high-quality, intense discussions among, and with the students. Hardly a slide can be presented without the students asking smart questions, giving examples from their own professional practice, or relating the information to content from other courses. In effect, we covered less topics than I initially planned for, but we came to a level of detail and understanding of the content that I did not expect beforehand. It was great to see that the class sessions did not only transfer information but that learning took place on the spot.”

COURSE CONTENT

The course ‘Digital Business Models & Architectures’ delves into key frameworks and practices in digital business model development and digital transformation in organizations. It furthermore sheds light on crucial digital technologies and architectures (in particular Cloud Computing) driving and shaping digital transformation and business model development.

MY TEACHING EXPERIENCE

“In our classroom sessions, we alternated between interactive exercises, case studies, and guest speakers to learn about digital business modelling. I’ve hardly ever seen such an engaged student group that put their lessons learned into practice so quickly. I was particularly fascinated by students’ professionalism and passion while pitching their digital business models and minimum viable products. Students’ resourcefulness and imagination to underpin their business models with state-of-the-art IT architectures was also impressive. I definitely learned a lot too!”

COURSE CONTENT

We put the digital transformation of the industrial sector at center stage. The foundation is an understanding of the structure, relevance and global competitiveness of the industrial sector. Building on this, the course embraces current trends towards ‘Industry 4.0’ like new service offerings, innovative business models, smart and connected products, digitally integrated engineering, value chains and product lifecycles and last but not least manufacturing automation based on robotics and artificial intelligence. In this, the course takes a business perspective on novel digital technologies.

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WHY CHOOSE THE DIGITAL TRANSFORMATION MBA?

OUTSTANDING FACULTY
The program is taught by outstanding faculty selected from the pool of cooperating universities with a prestigious international reputation for their thought-leading teaching and research. The faculty is complemented with prominent innovation-oriented practitioners from other leading institutions.

EXCELLENT FACILITIES AND STUDY RESOURCES
Students are matriculated at Goethe University and, therefore, have access to all university facilities and services, including the RMV semester tickets for public transportation. When not in class, students stay connected with faculty, fellow students, and GBS program management through a virtual learning platform.

UNIQUE LOCATION
Classes are held at Goethe University’s Campus Westend, one of the most modern campuses in Europe. Located in the center of Frankfurt, the campus offers state-of-the-art facilities and an ideal and stimulating learning environment.

PERSONAL IMPACT

CUTTING-EDGE EXPERTISE IN DIGITALIZATION
Always being one step ahead is our prime objective. The constant dialogue with experts from the program’s high profile Advisory Board and our vast network to the digital community ensures that we continuously offer a cutting-edge learning experience.

PERSONAL DEVELOPMENT AND SKILLS WORKSHOPS
By participating in a series of workshops, students will have the opportunity to maximize their personal potential, develop leadership skills, and explore practical applications of the newest technologies and trends through hands-on sessions with industry experts.
IDEAL WORK STUDY BALANCE
The program is designed for professionals who wish to continue their careers while pursuing a master’s degree. Classroom instruction takes place every second weekend on Friday afternoons and all day on Saturdays, thereby minimizing the amount of time away from work.

BROADER CAREER PERSPECTIVES
Rethinking traditional management concepts immediately applicable in a professional context enables graduates to leverage their career potential: Prepare yourself for the future today and actively drive the digital transformation of your organization!

UNLIMITED NETWORKING
Exchanging ideas and experiences with professional peers, faculty, and guest speakers enables students to not only enhance personal skills during their studies, but also stay connected and be part of a continuously growing community of digital leaders beyond graduation creating invaluable lifelong networking opportunities.

SHAPE THE DIGITAL REVOLUTION AND BECOME A DIGITAL LEADER

“Digitalization is causing an epic disruption that is not only crushing established business models – it is threatening to destroy the economic world order as we know it today. All of this is happening at frightening speed. With this program, GBS aims to equip students with the skills and understanding to turn this threat into an opportunity. In the process, the organizers of the program need to stay ahead of the curve and foresee trends early, creating a continuously relevant curriculum. The members of the Advisory Board leverage their experiences and ideas for continuous improvement, which is not only a huge advantage for all stakeholders – it is also a lot of fun.”

Karl Rathgeb, Member of the Executive Board Germany, Accenture Holding GmbH & Co. KG
“Helping my customers with their digital transformation on a daily basis lead me to the Digital Transformation MBA to gain more knowledge about the processes and concepts behind digital transformation. From the first day, I realized that we’re a very diverse group of students and everybody has its own story. Having people from all kinds of industries, career levels and ages, makes the discussions for me very exciting and unique. I learn a lot about other industries and jobs that I’m usually not working with and broaden my horizon. What I like most are the conversations after our lectures with the experts and my fellow students. Combining deep knowledge about digital transformation in the lectures with a broad network makes this Digital Transformation MBA at GBS unique.”

Christoph Samhammer, Class of 2020
Networking is an integral part of our MBA experience at Goethe Business School. We regularly invite prominent guest speakers from various backgrounds to talk about current topics in digital transformation. While chatting with the experts in an intimate setting, students and alumni gain unique insights into how these experts are dealing with digital transformation and are making change happen.

**SELECTED GUEST SPEAKERS FROM BUSINESS PRACTICE**

- Dr. Stefan Kusterer
  CTO, Connyun
- Johannes Dick
  Head of Corporate Development, AXA
- Dr. Thomas Ditzer
  Director Corporate Development, DB Systel GmbH
- Rolf Schumann
  Global General Manager, Platform and Innovation, SAP
- Marco Seider
  Founder, SYZYGY
- Dr. Stefan Kusterer
  CTO, Connyun
- Johannes Dick
  Head of Corporate Development, AXA
- Dr. Thomas Ditzer
  Director Corporate Development, DB Systel GmbH
- Rolf Schumann
  Global General Manager, Platform and Innovation, SAP
- Marco Seider
  Founder, SYZYGY

- Marco di Filippo
  Senior Cyber Security Engineer
- Christopher Oster
  CEO, InsurTech Broker Clark
- Michael Wickenhöfer
  Director Corporate Development, UPmann
- Markus Heinen
  EY EMEIA SAP Leader, EY Innovation Leader, GSA, Ernst & Young
- Rohitashwa Pant
  Senior Vice President, KUKA
- Markus Lulay
  CEO, GFT Technologies
- Markus Heinen
  EY EMEIA SAP Leader, EY Innovation Leader, GSA, Ernst & Young
- Rohitashwa Pant
  Senior Vice President, KUKA
- Markus Lulay
  CEO, GFT Technologies

- Dr. Florian Stadlbauer
  Head of Digitalization, Commerz Real
- Dr. Manfred Knof
  former CEO, Allianz
- Antje Bustamante-Mena
  Head of Insights & Analytics, Scout 24
- Jürgen von der Lehr
  Tribe Lead Daily Banking & Payments, ING
- Christian Aretz
  Informationssicherheits- und Datenschutzbeauftragter, Verimi
- Dr. Matthias Heiden
  CFO, SAF Holland
- Georg Klasing
  Digital Analytics & Optimization, Nokia & Swisscom
- Thomas Lindner
  Vorstandsvorsitzender der Geschäftsführung, Frankfurter Allgemeine Zeitung
- Johann Redeinstein
  Produktmanager Kunde, Deutsche Bank
- Marko di Filippo
  Senior Cyber Security Engineer
- Christopher Oster
  CEO, InsurTech Broker Clark
- Michael Wickenhöfer
  Director Corporate Development, UPmann
- Markus Heinen
  EY EMEIA SAP Leader, EY Innovation Leader, GSA, Ernst & Young
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  EY EMEIA SAP Leader, EY Innovation Leader, GSA, Ernst & Young
- Rohitashwa Pant
  Senior Vice President, KUKA
- Markus Lulay
  CEO, GFT Technologies

*Friday Talk speakers*

**“A definition of digitalization and the model of analog/digital ‘me’”**

**“Live Hacking: Max Schmitt as a stepstone to Advanced Persistent Threat (APT)”**

**“Digitalization at Allianz”**

**“How Robotics & self-driving Cars, Big Data & AI, Sensor Technologies and business will reshape Industries”**

**“The transformation of F.A.Z. - A premium publisher’s voyage from paper to digital innovation”**

**“A definition of digitalization and the model of analog/digital ‘me’”**
UNIVERSITY FACULTY
Experienced lecturers from various faculties provide scientific fundamentals and in-depth knowledge based on the latest research results.

MANAGEMENT PROFESSIONALS
Top-profile management professionals present hands-on case examples and practical implications based on their day-to-day business experience.

COACHING AND TRAINING EXPERTS
Distinguished experts use novel coaching and training techniques to promote the development of specific personal or professional goals.

DIGITAL NATIVES & ENTREPRENEURS
Exceptional representatives from established as well as start-up companies with a proven experience in shaping the digitalized world provide perspectives from different angles and promote innovative thinking.

“Our goal is to bring together the best people for the program – from academia as well as from business practice. We benefit from a great expert network of several universities, selected partner institutions and a top-class advisory board.”

Dr. Christian Jansen, Managing Director, Goethe Business School
“Across all sectors, companies face the challenge of coping with the changes caused by digital transformation. New business models and working models challenge leaders to assert themselves and their companies in highly a dynamic environment. A valuable mix of industry experts and highly relevant topics, together with small groups and intensive, personal support by GBS allow students to experience modern pedagogic methods rather than endless frontal instruction. Beyond the university, the program offers access to exciting and exclusive opportunities, such as to the expert network for Digital Transformation of the House of IT, top management professionals, and fascinating opportunities for coaching and training.”

Dr. Florian Volk, Managing Director, House of IT
GOETHE BUSINESS SCHOOL

Goethe Business School is one of the most progressive providers of executive development formats in Germany. As a subsidiary of Goethe University, the business school develops focused master programs and forward-looking training concepts for executives and young professionals along four competence clusters – Leadership & Personal Development, Digital Transformation, Management & Strategy, and Finance & Risk Management.

HOUSE OF IT

As an interdisciplinary platform for industry, science and public authorities, the House of IT is embedded in one of Europe’s most prominent IT clusters. The mission: help shape the regional IT ecosystem. To this end, the House of IT researches future-oriented topics, develops training programs, and provides support for start-ups as well as small and mid-sized companies. In addition to the state of Hesse, the supporters of the House of IT include renowned IT service providers, IT users, consulting companies, IT research facilities, universities and public entities.

FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION

Goethe University’s AACSB-accredited Faculty of Economics and Business Administration is widely regarded as one of Germany’s leading faculties in its field. Its researchers and lecturers are regularly ranked among the best in their field and are members of top advisory boards across Europe. The Faculty’s excellent reputation is evidenced by over 5,000 student enrolments, as well as by numerous national and international companies recruiting its graduates and intensively collaborating on research and education.

TECHNISCHE UNIVERSITÄT DARMSTADT

Technische Universität (TU) Darmstadt is a leading university of technology. Since its foundation in 1877 it has played its part in addressing the urgent issues of the future with pioneering achievements and outstanding research and teaching. The manifold disciplines of TU Darmstadt focus on technology – from the point of view of engineering, natural science, humanities and social science – and strives to provide international leadership in the increasingly important fields of energy and mobility, information and communications, construction and housing. TU Darmstadt is the first autonomous university in Germany with an impressive innovative strength.

TECHQUARTIER

Founded in December 2016, TechQuartier (TQ) is a Frankfurt-based startup hub and cross-industry innovation platform. Now established as the main access point to the local FinTech cluster, it is the reference point both for local startups wishing to grow their business and for corporates aiming to collaborate and leverage their disruptive potential. TQ offers acceleration programs, community events, matchmaking with corporates and investors, along with access to an international network of partner hubs, and was named Germany’s Fintech Hub as part of the Digital Hub Initiative (de:hub) run by the Federal Ministry for Economic Affairs and Energy.

UNIVERSITÄT KASSEL

The profile of the University of Kassel covers important fields of competence such as nature, technology, culture and society. The University is situated and well connected in a strong technology cluster in the region of northern Hessen where it cooperates closely with innovative companies and institutions which help shape Germany’s technological renewal.
DISCOVER US ON
WWW.GOETHE-BUSINESS-SCHOOL.DE
WWW.HOUSE-OF-IT.EU