# BACHELOR (B.A.)
DIGITAL BUSINESS

Digital disruption is transforming business models all over the world. Social commerce, smart solutions, innovative supply chains—these ever-expanding trends require an agile approach and excellent knowledge for management. More and more, companies require forward-thinking business minds and talented employees to drive long-term success in the digital economy.

With a degree in Digital Business, you'll learn to optimise processes for companies large or small with sustainability in mind. You'll understand how to harness the power of digital transformation, social networks, and consumer data to adapt to rapidly changing markets. This degree has a strong practical focus, enabling you to apply what you have learned to confidently to manage effectively and lead businesses to success throughout your career.

Degree
Bachelor of Arts (B.A.)

Electives
In the Digital Business distance learning programme, you can choose electives worth 10 ECTS and thus focus on interesting practical areas.

Study model and accreditation
– Online
– German accredited institution, recognised by ZFU (German Central Office for Distance Learning)

Study start and duration
Official start date: 1st October 2021.
Afterwards: Anytime
Duration: 36, 48, or 72 months

Credits
180 ECTS

iu INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

Study Content (180 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
1			
Business 101		5 ECTS	E/WAWA
Digital Future Commerce		5 ECTS	E
Introduction to Academic Work		5 ECTS	BWB
Introduction to the Internet of Things		5 ECTS	E
Managerial Economics		5 ECTS	E
Software Engineering Principles		5 ECTS	E
2			
Accounting and Balancing		5 ECTS	E
Digital Business Models		5 ECTS	E
Intercultural and Ethical Decision-Making		5 ECTS	WACS
International Marketing		5 ECTS	E
Requirements Engineering		5 ECTS	E
Introduction to Data Protection and IT Security		5 ECTS	E
3			
Statistics – Probability and Descriptive Statistics		5 ECTS	E
Collaborative Work		5 ECTS	OA
Management Accounting		5 ECTS	E/WAWA
Database Modelling and Database Systems		5 ECTS	E
Online Marketing		5 ECTS	WAWA
Agile Project Management		5 ECTS	WAPR
4			
Mathematics I		5 ECTS	E
Data Analytics and Big Data		5 ECTS	WACS
Statistical Computing		5 ECTS	WACS
Deep Learning		5 ECTS	E
Business Intelligence		5 ECTS	E
Project: Business Intelligence		5 ECTS	WAPR
5			
Product Development in Industry 4.0		5 ECTS	E
Seminar in Current Topics in Digitalisation		5 ECTS	WARE
Corporate Finance and Investment		5 ECTS	WAWA
Project: Design Thinking		5 ECTS	WAPR
Project: Smart Product Solutions		5 ECTS	OPR
Change Management		5 ECTS	E
6			
Elective		10 ECTS	
Leadership 4.0		5 ECTS	E
Entrepreneurship and Innovation		5 ECTS	WAWA
Bachelor Thesis & Colloquium		10 ECTS	WABT

CHOOSE YOUR ELECTIVE

Choose one elective out of the following list:
- Applied Sales
- Big Data and Cloud Technologies
- Business Ethics and Sustainability
- Computer Science and Cryptography
- Foundations of Programming with Python
- Innovative Technologies and Sustainability
- IT project and architecture management
- IT Service Management
- Managing People and Fundamentals of Business Psychology
- Salesforce Platform Development
- Salesforce Platform Management
- Smart Mobility
- Smart Services
- Studium Generale
- Supply Chain Management
- Sustainable Entrepreneurship

E = Exam, OA = Oral assignment, PC = Presentation: Colloquium, WB = Workbook, BWB = Basic Workbook, AWB = Advanced Workbook, WABT = Written assessment: Bachelor thesis, WACS = Written assessment: Case study, WAMT = Written assessment: Master thesis, WAPR = Written assessment: Project report, WARE = Written assessment: Research essay, WAWA = Written assessment: Written assignment, OP = Online Presentation, OPR = Oral project report, P = Portfolio, POP = Proof of Participation

ELECTIVES

In this programme, you can choose electives in order to specialise in a field you are interested in. Digital transformation is an interdisciplinary and multidisciplinary challenge in just about all industries. For this reason, this programme offers broad and diverse elective options. We offer a variety of electives that cover topics such as IT service management, innovative technologies and smart services, business psychology and ethics, and digital trends. The wide selection of electives means you're sure to find something to suit your desired career path.

Here is just a short introduction to a few of the electives you can choose in your sixth semester:

SUSTAINABLE ENTREPRENEURSHIP

This module shows you how ethical principles can be applied to economic activity and how the actions of individuals and companies relate to social and ethical responsibility. In this module, you'll explore social justice and sustainability—two of the most important aspects of business ethics. You'll dive into operational concepts of sustainability and quality management from the perspective of personal, corporate, and social responsibility.

APPLIED SALES

Focus your studies on sales, and take a close look at the relationship between marketing, business strategy and after-sales activities. Learn what tools companies use to increase sales, the different sales channels and distribution systems they use, and analyse negotiation, telephone and digital sales tactics.

BIG DATA AND CLOUD TECHNOLOGIES

Big data plays a huge role in our lives, but it remains a mystery to many. This specialisation offers answers to some of the big questions surrounding this topic: how data is categorized, and how binary and text-based data formats are constructed, and plenty of others. Get to know the challenges facing systems of analysis, how cloud computing works, and the service models that are typically associated with it. Gain a clear understanding of the field of today's cloud technologies.

CAREER OUTLOOK

Once you've graduated with a degree in Digital Business, you'll be ready to take on roles at the interface between business management, production, digital marketing, and technology management. Fast-growing start-ups, exciting tech companies, or large international corporations looking to innovate all require excellent managers or consultants. You might start out as a Digital Transformation Manager in a team dedicated to digital change within a company. Or, with your specific expertise, become a Digital Consultant and show companies how to boost success via digital transformation—whether internally or as an external consultant. Digital Project Managers are in huge demand worldwide, implementing change projects in companies often as part of an interdisciplinary team composed of various departments. The opportunities for graduates with this degree are diverse and only ever expanding.

ADMISSION

We try to keep admission as simple as possible at IU. To successfully enrol, there are just a few requirements we need you to prove.

ADMISSION REQUIREMENTS
– Higher Secondary School Leaving Certificate such as A-Levels or IB Diploma and your transcript of records.
– A subject-related higher education entrance qualification.

Depending on your qualifications, you might have to meet additional requirements, such as successfully passing a university entrance examination or one of the following programmes to make sure you are ready to study with us:
– Bachelor Entrance Examination (included in Scholarship Program)
– Pathway Programme (for on-campus studies)

Please get in touch with our Study Advisory Team to find out the exact requirements applicable for your application.

SCHOLARSHIP PROGRAMME
Start in our Scholarship Programme as a participant with immediate access to 50% of your courses. You can do this by taking our Entrance Examination which will be included in your course as part of the Scholarship Programme. Once admission and the courses are completed, you can finish your degree.

Questions? Speak to your study advisor, they will guide your through every step of the process.

PROOF OF ENGLISH LANGUAGE SKILLS
We therefore ask for proof of your English language skills*. If English is your native language or you graduated from an English-speaking school/university, you don't need to prove your English skills.

Accepted certifications:
– Speexx B2.2 Certificate (complimentary when signing up with IU)**
– TOEFL (min. 80 points) or
– IELTS (min. Level 6.0 out of 9 points) or
– Duolingo English test (min. 95 points) or
– Cambridge Certificate (min. B grade overall) or
– Equivalent proof

8 STEPS TO COMPLETE YOUR STUDIES

1 Register and apply online

2 Choose your course

3 Download your study scripts

4 Work independently with study scripts

5 Take part in Q&A sessions

6 Prepare for exams and take them either:
– directly online, or
– at an IU examination centre (remember to register in time).

7 Bachelor thesis and colloquium

8 Complete your studies with certificate

*Proof must be provided before the start of the study and must not be older than five years.
**Please note that Speexx isn't accepted as a language certificate for on campus study programmes.