MASTER (M.A.) DIGITAL PRODUCT MANAGEMENT 60 ECTS

Every business that views technology as a source of competitive advantage needs a product strategy. The Master in Product Management will arm you with all the information and resources you need to direct the development, strategy, and ongoing evolution of a digital product. You'll learn why product strategy is the cornerstone of company growth. You'll cover every stage of the product strategy lifecycle, from the beginning to the end, and learn to think like the CEO of your product or service. Those involved in developing or delivering product strategy will develop a mindset that establishes product strategy as the path to growth.

If you have a first degree in a non-specialized field and relevant work experience, such as working as a product, marketing, or sales manager, our 60-ECTS Master of Digital Product Management is the best option for you.

Degree
Master of Arts (M.A.)

Electives
In the Digital Product Management online programme, you can choose one elective worth 10 ECTS and 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: 01.03.2024*
Afterwards: Anytime
Duration: 12, 18, 24 months

Credits
60 ECTS

iu INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

*This programme is still in the process of accreditation and recognition. We expect approval from the relevant ministry by the programme's official start date. So far, all IU programmes have been accredited and approved successfully and on time.

Study Content (60 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
Fundamentals of Digital Product Management	**1**	5 ECTS	E/WAWA
Product Development		5 ECTS	E
Digital Business Models		5 ECTS	E/WACS
Digital Analytics and Strategies		5 ECTS	WACS
Digital Business Management		5 ECTS	E/OA
Applied Research		5 ECTS	WAWA
Seminar: Current Issues in Product Management	**2**	5 ECTS	WARE
Electives		10 ECTS	
Master Thesis & Colloquium		15 ECTS	WAMT & CO

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

CHOOSE YOUR ELECTIVES

Choose one elective from the "Electives" list:*

– Agile, Social and Creative Methods
– Artificial Intelligence
– Big Data Applications
– Data Driven Marketing and Controlling
– Data Miner
– Data Science and Analytics
– Digital Transformation in Production
– Entrepreneurship and Disruptive Innovation
– Growth Hacking and Conversion Rate Optimization
– Manufacturing Methods Industry 4.0 and Internet of Things
– Process Management with Scrum
– Project Management with Prince2
– Salesforce Developer Specialization
– UI/UX Expert

*Each elective module can only be chosen once.

ELECTIVES

DATA MINER
The Data Miner specialisation will provide you with an in-depth understanding of data mining and its key aspects and methods. Analyze and investigate data mining processes, data retrieval strategies, data quality and preparation methods, and so on. Learn about the various types of data sources and gain insights into important data mining and web scraping techniques. To round out your knowledge, you will be introduced to the concepts of data economy, as well as the legal requirements and usage guidelines associated with data mining.

ARTIFICIAL INTELLIGENCE (AI)
Learn about the fundamentals of AI, its applications and use cases, and how it is transforming our lives in this specialization. You will learn the fundamentals of AI applications like machine learning and deep learning.

BIG DATA APPLICATION
This specialization will prepare you to ask the right questions about data, communicate effectively with data scientists, and perform basic exploration of large, complex datasets. Through hands-on experience with the tools and systems used by big data scientists and engineers, you will gain an understanding of the insights big data can provide.

CAREER OUTLOOK

This degree places you at the crossroads of computer science and business administration. After graduation, it will open the door to many exciting new business and IT career opportunities, such as technical product manager, process manager, or project manager, to name a few.

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.

GENERAL ADMISSION REQUIREMENTS
– Completed undergraduate degree with 240 ECTS.
– Your degree must be from a state or state-recognised higher education institution/university
– You must have achieved a final grade of at least "satisfactory" or Grade C equivalent in your previous undergraduate degree
– Proof of at least one year's professional work experience completed prior to the start of study programme. Work experience must have been gained after completion of your undergraduate studies

WORK EXPERIENCE
For the **60-ECTS programme:**
– Proof of at least one year's qualified work experience completed prior to the start of the study programme (the work experience must be gained after the completion of your undergraduate studies).
– Don't have a year's worth of qualified work experience? Don't worry! With the Scholarship Programme, you can start your studies right away, and gain your professional experience alongside your studies. You'll need to achieve the one year's worth of experience before you complete your Scholarship Programme.
– You can provide us a translation of your employment contract and your pay slip, or you can ask your company to fill out this form in English, sign it, apply the company stamp and send it to us.
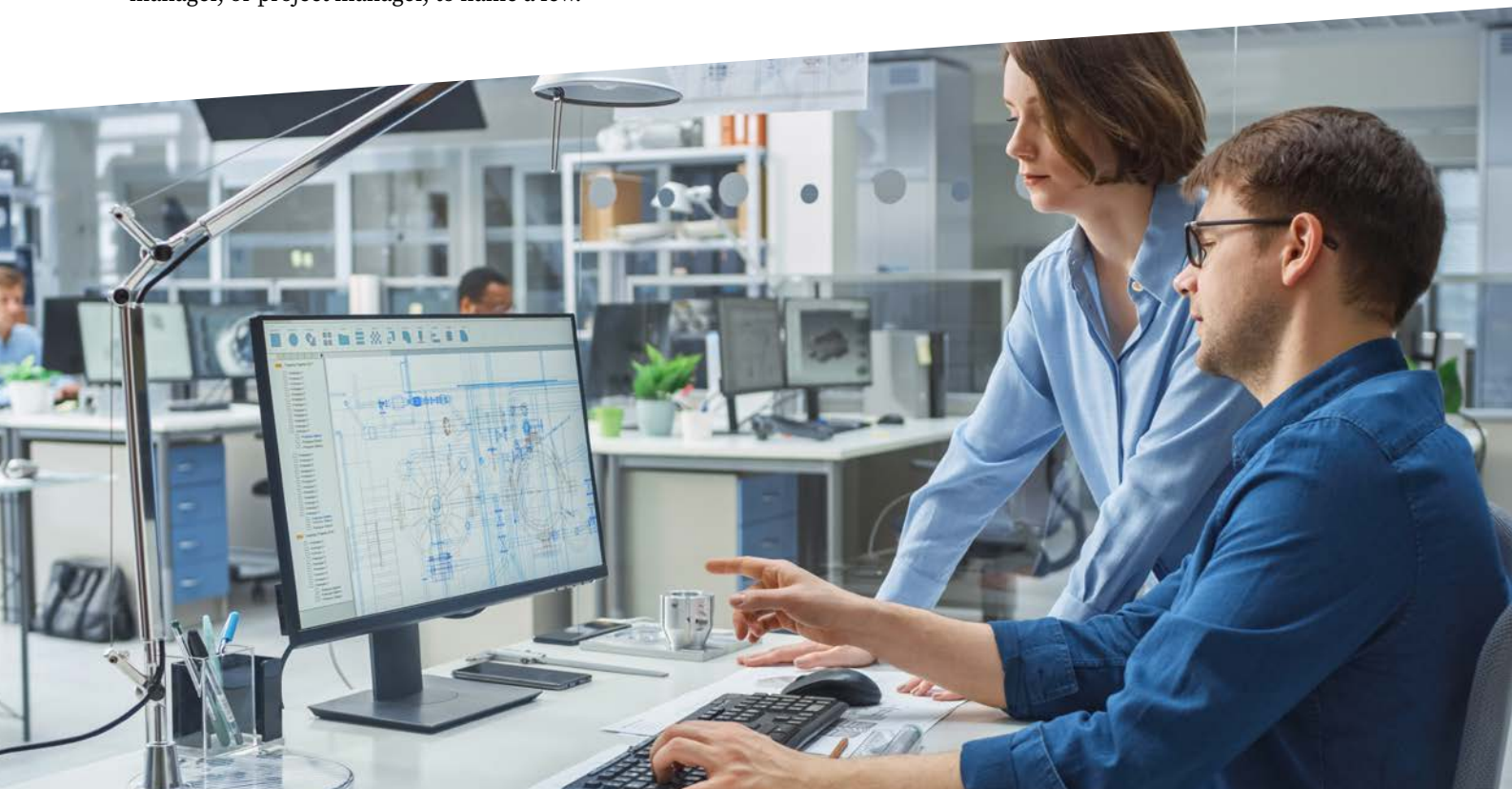
FURTHER ADMISSION OPPORTUNITIES

Depending on your previous education, the following entry options are applicable for the **60-ECTS Master's degree:**

– undergraduate degree with 210 ECTS: you can bridge the gap of 30 ECTS with the proof of one-year qualified work experience
– undergraduate degree with 180 ECTS: you can bridge the gap of 60 ECTS with the proof of two years qualified work experience

Recognition of knowledge and abilities acquired outside of higher education is possible in principle.

SCHOLARSHIP PROGRAMME

Start your online degree with our Scholarship Programme and receive a scholarship up to 67%!

This helps you get started as a participant with immediate access to 50% of your courses even when you don't meet the full ECTS requirements yet. If you are lacking ECTS credits from your previous studies, you can demonstrate professional work experience instead.

– To start a **120-ECTS degree,** you will need a **minimum of 180 ECTS** credits from your previous studies.
– To start a **60-ECTS degree,** you will need a minimum of 240 ECTS credits from your previous studies but can **"bridge" up to 60 ECTS with 2 years of professional experience.**

Once all admissions documents are provided and any relevant admissions courses are complete, you can move forward and finish your degree.

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

PROOF OF ENGLISH LANGUAGE SKILLS

At IU, we teach in English to prepare you for the international market. 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:
– English Courses (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 Master 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 English Courses aren't accepted as a language certificate for on campus study programmes.

MASTER (M.A.) PRODUCT MANAGEMENT 120 ECTS

Every business that views technology as a source of competitive advantage needs a product strategy. The Master in Product Management will arm you with all the information and resources you need to direct the development, strategy, and ongoing evolution of a digital product. You'll learn why product strategy is the cornerstone of company growth. You'll cover every stage of the product strategy lifecycle, from the beginning to the end, and learn to think like the CEO of your product or service. Those involved in developing or delivering product strategy will develop a mindset that establishes product strategy as the path to growth.

Do you have a bachelor's degree in product management or a related field and want to learn more about product management? If so, our Master's program with 120 ECTS is for you!

Degree
Master of Arts (M.A.)

Electives
In the Product Management online programme, you can choose electives worth 20 ECTS and 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: 01.09.2023*
Afterwards: Anytime
Duration: 24, 36, 48 months

Credits
120 ECTS

*This programme is still in the process of accreditation and recognition. We expect approval from the relevant ministry by the programme's official start date. So far, all IU programmes have been accredited and approved successfully and on time.

Study Content (120 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
Leadership	**1**	5 ECTS	E
Product Discovery and Validation		5 ECTS	E/WACS
International Marketing		5 ECTS	E
Business Model Design		5 ECTS	WAWA
Product Delivery and Development		5 ECTS	E/WAWA
Advanced Research Methods		5 ECTS	WAWA
Managing Across Borders	**2**	5 ECTS	E
Product Lifecycle Management		5 ECTS	OA
Sales and Pricing		5 ECTS	E
Advanced Growth Hacking		5 ECTS	WACS
Seminar: Current Issues in Product Management		5 ECTS	WARE
Project: Customer Discovery and Product Delivery		5 ECTS	OPR
Quality Management and Sustainability	**3**	5 ECTS	E
Digital Analytics and Strategies		5 ECTS	WACS
Electives A		10 ECTS	
Electives B		10 ECTS	
Master Thesis & Colloquium	**4**	30 ECTS	WAMT & CO

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

CHOOSE YOUR ELECTIVES

Choose one elective from "Electives A" list:*
- Agile, Social and Creative Methods
- Consumer Behavior and Brand Management
- Digital Transformation and Product Management
- Digitalized Production
- Entrepreneurship and Disruptive Innovation

Choose one elective from "Electives B" list:*
- Agile, Social and Creative Methods
- Big Data Applications
- Business Analyst
- Consumer Behavior and Brand Management
- Content Creation and Storytelling
- Data Science and Analytics
- Digital Transformation and Product Management
- Digitalized Production
- E-Commerce
- Entrepreneurship and Disruptive Innovation
- Innovate and Change
- Process Management with Scrum
- Project Management with Prince2
- Salesforce Consultant Specialization
- Social Media Models and Creation
- Supply Chain Management
- UI/UX Expert

*Each elective module can only be chosen once.

ELECTIVES

ENTREPRENEURSHIP AND DISRUPTIVE INNOVATION

In today's competitive landscape, innovation is critical to a company's growth and success. In a highly uncertain environment, new skills must be developed in order to succeed. Entrepreneurial mindset is a set of skills that enables students to recognize opportunities, take action, and innovate. In this hands-on, interactive course, you will learn and practice the entrepreneurial mindset. This course will provide you with the models, tools, and frameworks you need to further develop your business or idea. The IT sector will be prioritized.

BUSINESS ANALYST

Business leaders are increasingly using data-driven decision-making to make better predictions, gain a competitive edge, enhance business decisions, and boost their company's value. Business professionals need to be skilled in data analysis and business analytics as the availability of large and detailed sources of information, or "Big Data," becomes more common. You will be able to make better business decisions that enable them to successfully meet their business objectives while also identifying and addressing any business challenges by mastering how to efficiently sort through and analyze data. You will learn the fundamentals of business analytics and acquire useful tools for data analysis.

SUPPLY CHAIN MANAGEMENT

This course will introduce you to the fascinating subject of supply chain planning. As part of a broader specialization in Supply Chain Management, you will learn various forecasting techniques that are necessary for developing a Sales and Operations Plan. By the end of this course, you will have the tools and techniques to analyze demand data, build various forecasting techniques, and select the best one for projecting future demand.

CAREER OUTLOOK

Exciting career options are available to you after graduation: You could, for instance, join us as a strategic product manager and create concepts for avant-garde products. You'll be in charge of organizing multidisciplinary teams, managing a budget, managing a portfolio, and bringing new products to market. Do you want to be a part of the data scientists and developers' interface? You can anticipate a working environment where you can use agile techniques and put forward innovative product ideas. You would make a great technical product manager if you have a passion for data science, blockchain technology, and other related topics. In this role, you will create technical concepts in accordance with user-oriented standards.

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.

GENERAL ADMISSION REQUIREMENTS

– Completed, undergraduate degree with 180 ECTS in **Product Management, Business Administration, Management, Innovation Management, Entrepreneurship, Intrapreneurship, or other related business-related degree programs.**
– Your degree must be from a state or state-recognised higher education institution/university
– You must have achieved a final grade of at least "satisfactory" or Grade C equivalent in your previous undergraduate degree

FURTHER ADMISSION OPPORTUNITIES

Is your undergraduate degree not in the required subject field for this programme's **120 ECTS points variation admission** requirements? You can still apply! You'll have to take 2 specific courses at the start of your studies and pass them successfully in order to continue with your studies. That way, you don't have to take an entrance examination, and can prove your skills while earning ECTS points as part of your studies.

SCHOLARSHIP PROGRAMME

Start your online degree with our Scholarship Programme and receive a scholarship up to 67%!

Start on 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 you have handed in all admission documents and the courses are completed, you can go on to finish your degree.

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

PROOF OF ENGLISH LANGUAGE SKILLS

At IU, we teach in English to prepare you for the international market. 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:
– English Courses (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 Master thesis and colloquium

8 Complete your studies with certificate