



Master of Science Business Development

This part-time Master of Science, taught entirely in English, focusses on business planning and innovation in a digitalised and globalised world. Students will learn to apply advanced tools and processes, including collecting and analysing numerical data in large quantities, when developing new products and services. Knowledge in applied maths and stats is equally important in this context as are negotiation and project management skills. Students learn to run complex projects successfully, structure change processes and actively embrace and design digital thinking in companies.

Course Highlights

- Study trip
- Multiple case studies
- Several real-life projects
- Lecturers from leading companies
- Digital Toolbox @ HSBA
- Teaching methods include Design Thinking, Kanban, Agile and Scrum
- Mentoring Programme

JOB & MASTER Service

The JOB & MASTER Service is a free placement service for HSBA students. Eligible students are placed in local companies offering vacancies for (Bachelor's) graduates. The salary assists the students in paying their tuition fees.

Mentoring

Students will be matched with a member of the Hamburg business community (HSBA alumni). The mentor functions as role model and/or sparring partner, assisting with study or work related issues and helps the student to network.

Applicants → This consecutive course is open to graduates with a "good" Bachelor grade with reference to economics and a "good" command of English.

Course Organisation → Teaching takes place on extended weekends (Thursday evening to Friday/Saturday) and during a few full-time weeks per semester. The course runs for 30 months including four months for the thesis.

Work & Study → The weekly study workload amounts to 15 to 20 hours. We recommend that students work a maximum of 30 hours per week. Companies' goodwill for this schedule is required.

Degree → Master of Science with 120 ECTS. Degree is accredited by the FIBAA.

Course Fees & Funding → The tuition fees are EUR 22,500 (excl. study trip). Tax deductions may be possible. For fee reductions and scholarships, see www.hsba.de

97%

of Master's alumni are satisfied with their studies at HSBA

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October is the start date of the 2½-year study programme

25

Students on average, a maximum of 40 students per class

4

Cross-module topics: digitalisation, presentation skills, project management tools and business strategies



MSc Business Development

Year 1		Year 2		Year 3
Innovation Management	Entre-/ Intrapreneurship	Digital Economics	Strategic Business Development	Thesis
Data Analysis & Statistics	Applied Econometrics	International Finance	Sustainable Innovation Camp	
Product Management	Service & Product Design	Consulting Project I	Consulting Project II	
Project Management	Case Studies	Study Trip	Research Seminar: Business Development	
Scientific Methods & Competences	Digital Toolbox / Master's Elective			

Cross-Module Topics: Digitalisation | Presentation Skills | Project Management Tools | Business Strategies

Course Content

The core modules focus on designing successful business models and innovation in a changing world. Students learn to organise a company strategically and financially, while dealing with challenges and change, deploying careful analysis at all times. In the Project modules students act as consultants, facing real-life problems and thereby applying theory in praxis.

The curriculum also includes the Project Management module, where concepts such as Design Thinking, Scrum or Agile are taught. Data Analysis & Statistics focusses on IT tools like MatLab, delving deep into maths and stats. Negotiation techniques and research methods are acquired in Scientific Methods & Competences, conveying methodological and analytical skills. Sustainable Innovation & Compliance, Digital Economics and Applied Econometrics highlight the need for embracing digitalisation and provide a combination of mathematically well-grounded method-building and wide-ranging applied work with data. Students gain an international perspective on business development in International Markets & Study Trip.

Students from across all postgraduate courses learn together in Digital Toolbox/Master's Elective which is a unique offering on digital tools and business strategies.

Application Requirements

Please complete your **application online** and hand in the following documents: letter of motivation in English | CV | certificates incl. transcript of records and diploma supplement | letter of recommendation | English language certificate (B2) if applicable

Application Process

After the document review, applicants are invited to an individual interview with the academic head of the study programme. As part of the individual interview, we check your personal and academic aptitude. Successful applicants are offered a study place. There is no application fee.

Any Questions?

We are happy to help! Contact Susanne at masters.admissions@hsba.de or phone +49 (0)40 822160-910



Susanne Müller-Using
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HSBA

DIE DUALE BUSINESS SCHOOL
IN HAMBURG