

One-week modules

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HSBA

DIE DUALE BUSINESS SCHOOL
IN HAMBURG

Study one postgraduate module in Hamburg at HSBA!

MARCH

Digital Innovation Lab

As part of the MSc Digital Transformation & Sustainability degree programme from **2nd to 7th March 2026**. Choose one of the following options: **Intrapreneur | Programming**. Earn **5 ECTS** (ToR will be proved).

Nomination Deadline: 15.01.2026. Application Deadline: 31.01.2026

JULY

Innovation Lab

As part of the MBA Business Administration degree programme from **20th to 24th July 2026**. Choose one of the following options: **Intrapreneur | Social Skills**. Earn **5 ECTS** (ToR will be proved).

Nomination Deadline: 15.03.2026. Application Deadline: 15.04.2026

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HSBA is a co-op institution which means that the degree seeking students all work and study. Incoming exchange students come to HSBA for the academic experience but they should be aware that the module content at HSBA is applied.



For further **INFORMATION** contact **Iris Heine** at: iris.heine@hsba.de



*More
information*



HSBA

DIE DUALE BUSINESS SCHOOL
IN HAMBURG

Digital Innovation Lab

Module description

General:

Code:	M24-DTC
Year of study:	2025/2026
Form of course:	Elective
Frequency of course offer:	In every second study year
Applicability of the module:	MSc Digital Transformation & Sustainability, Master of Business Administration
Prerequisites:	none
Name of lecturers:	Prof. Michael Höbig, Cindy Kubsch, Mohammad Ali Rahimi
Language of teaching:	English
Duration of module	1 semester
ECTS credits:	5
Workload and its composition:	125 hours total workload 48 hours contact, 77 hours independent study
Contact hours:	48 hours
Methods of examination:	Ungraded Component including Presentation
Emphasis of the grade for the final grade:	./.

Overall Module Outline in Brief:

Companies nowadays are faced with the challenge of managing the process of digitalization, which entails a transformation of business models, regulations and value chains. In order to cope with some of these latest developments, today's professionals are increasingly in need of having appropriate skills and qualifications.

There are two profiles, from which students can choose one, that will provide these skills. They can choose among the following profiles: **Intrapreneur and Programming.**

Profile Outlines:

a) Intrapreneur:

The digital transformation of products and markets creates many challenges as well as opportunities for existing businesses. The "Intrapreneur-Profile" will focus on methods and skills necessary to support and enable innovative and possibly disruptive processes within existing companies, that cannot solely function as a start-up company but must also keep existing processes running and competitive. The successful "intrapreneur" will use selected start-up methods to support the transformation processes from within the company. The Profile includes group work on the development of a digital prototype product and finishes with a pitch presentation of the business idea.

b) Programming:

Algorithms are today at the core of many business applications like manufacturing control systems, marketing automation and campaign management as well as healthcare information systems and financial services. They play an increasingly important role in the daily usage of the internet and internet services like search engines. Programming an algorithm is becoming an ever more important skill, quickly turning into the core competency for all kinds of 21st century workers.

The seminar is organized in a mixture between individual coaching for the three profiles and common sessions for collaboration in developing solutions for given or identified problems in the condensed week. One possibility is to close the week with a hackathon to generate first prototypes.

Cross Sectoral Themes:

The competencies and knowledge acquired in this module are reflected in the application of a wide range of new skills in the field of business development and business organization. Necessary transformation and information technology processes in companies can be managed and furthermore driven forward in a targeted manner.

Learning Outcome:

By the end of this course, the participants are able:

- Discuss how data science gains value from business data (Data Business)
- Explain the use of cloud computing and blockchain for data storage (Data Business)
- Describe basic concepts of data mining (Data Business)
- Understand the methods and skills employed by start-up companies (Intrapreneur)
- Apply these methods and skills from within existing companies (Intrapreneur)
- Test their own or their company's innovative ideas (Intrapreneur)
- Discuss how algorithms impact business and private life (Programming)
- Program a simple website based on HTML and CSS (Programming)
- Use JavaScript and jQuery in website programming (Programming)

Teaching and Learning methods:

The Digital Innovation Camp takes place as a one-week seminar from Monday to Saturday (2. – 7. March 2026). Attendance is mandatory. The final presentations reflect the learning outcomes of the week.

Preparatory Literature

- The preparation with recommended literature will be specified in the individual profiles.

Recommended Literature:

- N.a.

Module description

Elective Innovation Lab

General Information	
Code	M25-Elective
Year of Study	2025/2026
Form of Course	Elective
Frequency of course offer	In every year
Applicability of the module	MBA
Prerequisites	For preparation, support and follow-up of the module, see recommended literature list.
Name of lecturer/s	Prof. Michael Höbig, Cindy Kubsch, Kathleen Griffin, Jason Harman
Language of teaching	English
ECTS-Credits	5 ECTS
Workload and its composition	125 hours total workload
	40 hours lecture time
	85 hours independent study (including exam preparation)
Contact hours	40 hours in academic year
Method(s) of examination	Presentation
Language of examination	English
Weighting of the grade for final grade	see course specific provisions

Learning outcomes

By the end of this course, the participants are able:

- Understand the methods and skills employed by start-up companies (Intrapreneur)
- Apply these methods and skills from within existing companies (Intrapreneur)
- Test their own or their company's innovative ideas (Intrapreneur)
- To structure and convey a convincing argument adjusted to different types of communicative settings (Social Skills)
- To understand their own personal strengths and prepare for specific communication settings (Social Skills)
- To master basics of storytelling (Social Skills)
- To be able to set up negotiations and conduct them successfully (Social Skills)

The competencies and knowledge acquired in this module are reflected in the application of a wide range of new skills in the field of business development and business organization. Necessary transformation and information technology processes in companies can be managed and furthermore driven forward in a targeted manner.

Contents/ indicative syllabus

Companies nowadays are faced with the challenge of managing the process of transformation. In order to cope with some of these latest developments, today's professionals are increasingly in need of having appropriate skills and qualifications. There are two profiles, from which students can choose one, that will provide these skills. They can choose among the following profiles: **Intrapreneur and Social Skills**.

a) Intrapreneur:

The digital transformation of products and markets creates many challenges as well as opportunities for existing businesses. The "Intrapreneur-Profile" will focus on methods and skills necessary to support and enable innovative and possibly disruptive processes within existing companies, that cannot solely function as a start-up company but must also keep existing processes running and competitive. The successful "intrapreneur" will use selected start-up methods to support the transformation processes from within the company. The Profile includes group work on the development of a digital prototype product and finishes with a pitch presentation of the business idea.

b) Social Skills:

Soft Skills are necessary to succeed in the professional world. Therefore, we combine Storytelling, Persuasive Communication, and Strategic Negotiations. In the business world, decisions are rarely made based on facts alone. Whether you're negotiating a high-stakes deal, motivating your team, or selling to clients, success often depends on your ability to tell a compelling story. Storytelling is more than just a creative skill—it's a strategic tool that builds trust, creates alignment, and inspires action. Persuasive communication is the ability to influence others through strategic messaging, emotional intelligence, and logical reasoning. Understanding how negotiations work and what skills are needed is necessary to prepare students for a world in which personal strengths as well as communication and negotiations are the key to master their careers. At the end of the intense module, students prepare for persuasive presentations and show their competencies to convince others through storytelling.

The seminar is organized in a mixture between individual coaching for the two profiles and common sessions for collaboration in developing solutions for given or identified problems in the condensed week.

Teaching and learning methodology

The Innovation Camp takes place as a one-week seminar from Monday to Friday. Attendance is mandatory. The final presentations reflect the learning outcomes of the week.

Considered SDGs

1. No poverty	<input type="checkbox"/>	10. Reduced inequalities	<input type="checkbox"/>
2. Zero hunger	<input type="checkbox"/>	11. Sustainable cities and communities	<input type="checkbox"/>
3. Good health and well-being	<input type="checkbox"/>	12. Responsible consumption and production	<input type="checkbox"/>
4. Quality education	<input type="checkbox"/>	13. Climate action	<input type="checkbox"/>
5. Gender equality	<input type="checkbox"/>	14. Life below water	<input type="checkbox"/>
6. Clean water and sanitation	<input type="checkbox"/>	15. Life on land	<input type="checkbox"/>
7. Affordable and clean energy	<input type="checkbox"/>	16. Peace, justice and strong institutions	<input type="checkbox"/>
8. Decent work and economic growth	<input type="checkbox"/>	17. Partnership for the goals	<input type="checkbox"/>
9. Industry, innovation and infrastructure	<input type="checkbox"/>		

Recommended literature (study material, literature list)

The preparation with recommended literature will be specified in the individual profiles.

Additional Literature