

Degree program description for the  
MSc in Business Administration  
at the Catholic University of Eichstätt-Ingolstadt

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## A. General structure of the degree program

The name of the degree program is

MSc in Business Administration

Responsible faculty:

Ingolstadt School of Management

Involved faculties:

Faculty of Mathematics and Geography  
Faculty of History and Social Sciences  
Faculty of Philosophy and Education

Successful graduates of the degree program are awarded the academic degree:

Master of Science;

In the double degree programs with an international specialization additionally:  
Specialization in International Business Administration: Master of Science (TBS);  
PGDM (Rajagiri);  
Specialization Digital Customer Experience & Service Design:  
Diplôme de l'Université (TSM)

Mode of study:

- ☒ Full-time
- ☐ Part-time program
- ☐ Full- and part-time program
- ☐ Cooperative study program (*duales Studium*)
- ☐ Distance learning program

Type of degree program:

- ☐ Undergraduate program
- ☒ Consecutive
- ☐ Professional and continuing education

(Only applicable to Master's degree programs):



- ☐ Application-oriented
- ☒ Research-oriented

Standard length of the program:

4 semesters (full-time)

semesters (part-time)

Start of the program:

- ☐ Summer semester
- ☐ Winter semester
- ☒ Every semester; specialization in International Business Administration and Digital Customer Experience & Service Design: Winter semester

Number of ECTS credits to be awarded: 120 ECTS credits

Tuition fees:

- ☒ No
- ☐ Yes



## B. Degree program description

### 1. The degree program in three sentences

The aim of the degree program is to impart in-depth knowledge in business administration in the chosen specializations building on already acquired fundamental knowledge of the field. In view of the employability of graduates, the flexibility of the program and option of choosing specializations individually is of crucial importance. Other important core pillars are the scientific foundation, the business and corporate ethics element and the international orientation of the program.

### 2. Target group

The Master's degree program in Business Administration at the Ingolstadt School of Management is aimed at capable and committed students and graduates who have completed a first university degree in a program with business administration orientation and passed the aptitude test.

The target group for the program are graduates of a Bachelor's program who would like to deepen their acquired subject-specific and methodological knowledge. They come from the field of business administration, economics, business education, business mathematics, information systems, business engineering and comparable programs that are expected to provide the required basic knowledge of business administration and economics.

## C. Degree program concept

### 1. Degree program structure

#### 1.1. Admission requirements

Qualification for this degree program is proven by a first qualifying university degree in a degree program with a focus on business administration as well as passing of the aptitude test.

If the *Zulassungszahlensatzung* (Statutes on the Number of Admissions) of the KU that is issued annually stipulates a restriction of admissions for this program, places in the program are awarded according to the “Statutes on the implementation of a selection procedure for allocating places in the Master’s degree program in Business Administration at the Catholic University of Eichstätt-Ingolstadt”.

In addition, students have to achieve German (level A2) and English (level B2) language proficiency for the specializations in Entrepreneurship & Innovation, International Business Administration and Digital Customer Experience & Service Design and provide proof of such proficiency at the latest by the end of the first year of study. For the double degree program that is offered in collaboration with Toulouse Business School in the specialization “International Business Administration” and with University Toulouse in the specialization

“Digital Customer Experience & Service Design”, students also have to achieve French language proficiency in level A2 (European Framework of Reference) and provide proof of such language proficiency at the latest by the end of the first year of study. For all other specializations, the regulations in Section 3, para. 2, sentence 1, no. 4 of the Statues on enrollment, re-registration, and de-registration at the Catholic University of Eichstätt-Ingolstadt shall apply.

#### 1.2. Qualification objectives

Students...

- will be enabled to perform management and specialist tasks in a national and international environment in a responsible, socially and professionally competent manner,
- are able to work on a research question in a structured way, combine different scientific perspectives and derive implications for action,
- learn to combine scientific consistency with practice-oriented thinking,
- learn to reflect on the ethical and social implications of entrepreneurial decisions,
- acquire important soft skills in the area of communication,
- acquire foreign language and intercultural skills,
- expand their knowledge of presentation techniques, teamwork, and self- and time management,
- learn to think and act in an interdisciplinary way.

Specific skills acquired in the individual specializations:

- MARKET: Students develop a deep understanding of principles and instruments needed to successfully lead a company or business with a strong customer



focus. This includes knowledge of the relevant concepts for market- and customer oriented management as well as developing methodological skills in the field of collection of relevant customer data and the development and implementation of suitable market-oriented strategies that increase company value.

- FACT: Students gain in-depth specialist knowledge and methodological skills in the fields of finance, accounting, controlling, taxation and business law.
- BA&OR: Students learn to analyze complex business administration problems using quantitative and information-processing methods and to plan and optimize processes accordingly. They can approach and work on general quantitative questions in business administration or specific fields of business administration (basic methods, finance and capital markets, quantitative methods, computer science and information management, marketing or supply chain management/production/logistics).
- ENTRE: Students acquire specific skills for establishing a company. They learn to understand and reflect on the role of companies and in general of entrepreneurial innovation for the implementation of ethical guidelines.
- International Business Administration: Students develop an understanding for other cultural areas and intercultural matters and correlations.
- Digital Customer Experience & Service Design (DICE): Students develop a deep understanding of principles and instruments of technology-oriented marketing, innovation and service management needed to successfully lead a company or business with a strong customer focus. This includes knowledge of the relevant concepts for market- and customer-oriented management, the development and design of new, often technology-driven services, and developing methodological skills in the field of collection of relevant customer data and the development and implementation of suitable strategies that increase company value. In addition, courses taught in English both in Germany and France and the mixed group of German and French students hone their intercultural skills and foreign-language proficiency that are significantly more comprehensive than those gained in a normal semester abroad.

### 1.3. Further qualification options

Studies in this program will prepare graduates for continuing with doctoral studies.

### 1.4. Labor market situation and professional fields

All specializations:

- Specialist and leadership positions in companies and organizations
- Pursuing doctoral studies

#### Specialization in MARKET:

- Specialist and leadership positions in the context of market-oriented corporate management in a national and international context.

#### Specialization in FACT:

- Professions in internationally operating banks and other financial service providers, consulting firms as well as tax advisors and auditing companies

#### Specialization Business Analytics and Operations Research:

- Senior specialist or management career in industrial, commercial and service companies or in senior management consultancies

#### Specialization in ENTRE:

- Start-up foundation / self-employment / entering management positions in companies
- “Change agents” in existing companies (“Intrapreneurship”)

#### Specialization International Business Administration:

- Specialist and leadership positions in international companies or in companies located abroad

#### Specialization Digital Customer Experience & Service Design (DICE):

- Specialist and leadership positions in a national and international context, especially in Franco-German scenarios in connection with a market-oriented corporate management; in the field of marketing and innovation management in industrial, trade and service companies and management consultancies.

## 2. Program structure

### 2.1. Fundamental program structure

The standard length of the Master's degree program is four semesters. Students can start their studies in the winter semester for the specializations leading to a double degree and in both summer and winter semesters for all other specializations. During the course of study, required modules worth 30 ECTS credits must be completed in every specialization in order to acquire comprehensive knowledge in different subject areas. In addition, students have the option to choose from a wide range of required electives and electives to focus on one or several specialist areas.

The basic structure of all specializations is made up of the following four areas:

Required area:	30 ECTS credits
Required elective area:	35 ECTS credits
Elective area:	25 ECTS credits
Master's thesis:	30 ECTS credits



The program offers the following study specializations:

- Market-oriented Management (MARKET)
- Finance, Accounting, Controlling, Taxation, and Business Law (FACT)
- Business Analytics and Operations Research (BA&OR)
- Auditing
- Entrepreneurship and Innovation(ENTRE)
- International Business Administration
- Business Digital Customer Experience & Service Design (DICE)

In the specializations International Business Administration and Digital Customer Experience & Service Design, students complete a specific study program that is offered in collaboration with selected international partner universities. In deviation from regular Master's degree programs, students only have to complete 30 ECTS credits in the required elective area instead of 35 ECTS credits.

## 2.2. Required area

The student must obtain 30 ECTS credits in the required area. For all specializations, the required area consists of the required modules in the chosen subject and a required module in ethics.

## 2.3. Required elective area

In the required elective area, students who have enrolled in a double degree program have to complete 30 ECTS credits; all other students in the Master's degree program in Business Administration have to complete 35 ECTS credits. The required elective area consists of all modules in the subjects of the chosen specialization, which are listed in the required elective catalog.

## 2.4. Elective area

The student must obtain 25 to 30 ECTS credits in the elective area. The elective area consists of all of the modules that are offered in one of the specializations and other modules listed in the degree program description. At the student's request, other modules may be permitted for the elective area on a case by case basis if they are compatible with the chosen specialization; the board of examiners makes the decision on such requests.

## 2.5. Studium.Pro

The examination regulations stipulate that students must take one module of 5 ECTS credits from the entire course catalog of Studium.Pro. In doing so, students can choose from the areas "Pro Discourse", "Pro Horizons" or "Pro Society".



## 26. Relevance to practice

The double degree programs offered in collaboration with Toulouse Business School (tbs) (one of the two options in the specialization International Business Administration) and the University of Toulouse (Toulouse School of Management) (specialization Digital Customer Experience & Service Design) contain a required internship.

The conceptualization of the degree program allows for enough time to integrate internships in the lecture-free periods. In particular, students can choose when to do their module examinations from two examination periods per semester (with the exception of innovative examination types) in order to allow for flexible planning of internships.

Comprehensive practical training is also ensured by involving guest lecturers and lecturers from the practical professional field. The guest lectures can either be part of the regular courses or are held on separate dates in the semester calendar. In addition, students have the opportunity to participate in projects and workshops that are offered in regular intervals together with companies and often deal with job-related tasks.

When writing their Master's thesis, students can also collaborate with a business.

## 27. Implementation of the internationalization strategy

The specializations in International Business Administration and Digital Customer Experience & Service Design are only offered within the framework of agreements with partner universities. Students of the specialization International Business Administration spend their first two semesters of study at the Ingolstadt School of Management followed by at least two semesters (tbs Toulouse) or at least two trimesters (RCBS Kochi) at the respective partner university. In the fully integrated specialization in Digital Customer Experience & Service Design, German and French students study together at the University of Toulouse (Toulouse School of Management) in their first semester and go to the Ingolstadt School of Management together for their second and third semester. Details on the modules that have to be taken are laid down in the respective cooperation agreements.

Also in the other specializations, students have the possibility to complete part of their studies abroad. Our students especially benefit from the KU's great number of partner universities. Incoming students can choose from a wide range of English-language courses.

Further international elements are:

- Use of primarily English-language specialist literature
- Teaching of foreign language and intercultural skills



- International guest professors, e.g. international AUDI visiting professor
- In the context of the Ingolstadt School of Management (WFI) Summer School, German and international lecturers offer English-language events and courses on different study specializations.

#### D. Contribution of degree program to KU profile based on the mission statement for studies and teaching

- The program combines a high scientific standard with a consistent practical orientation (in all specializations).
- The specializations are of an interdisciplinary nature and consist of several subjects.
- The program also supports students' personal development by placing a strong focus on business and corporate ethics in its curriculum.

## Annex: Ideal study plan

### Template Master's degree programs

Semester							
4	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	30 ECTS credits
3	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	30 ECTS credits
2	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	30 ECTS credits
1	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	Module title (ECTS credits)	30 ECTS credits

### Diploma Supplement (English, German)