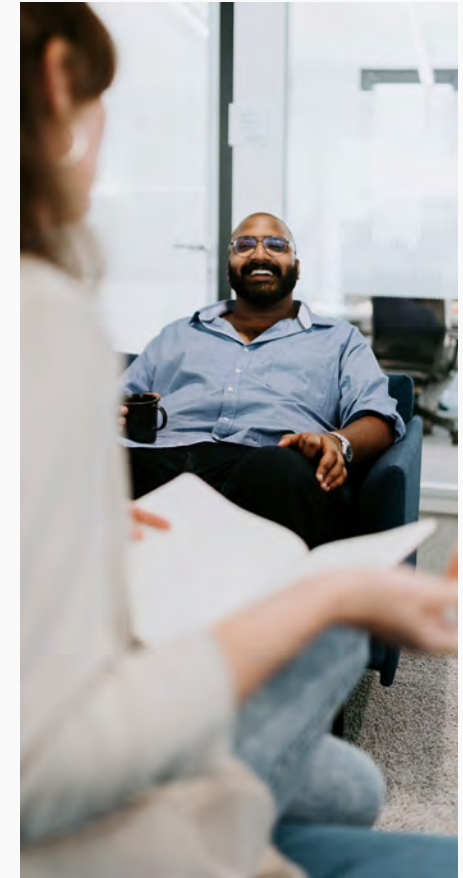


| INFO PAPER

Full-Time MBA Digitalization & Industrial Change

Become a Visionary Leader
for Tomorrow's Business World!





QUOTE

“Our Full-Time MBA is not just a master’s degree, but a place with numerous opportunities”

Prof. Dr. Oliver Lorz, Academic Director

| INTRODUCTION

More Than Just an MBA

The comprehensive curriculum of our Full-Time MBA Digitalization & Industrial Change not only offers you all the management knowledge and abilities you can expect from an MBA but also gives you an exciting specialization in the fields of technology and digitalization. The program emphasizes the practical application of your acquired knowledge so that you learn from your own experience and understand how approaches from different disciplines fit together and enable change. We will work with you on your personal skills, develop your talent, and help you grow personally and professionally.

What's in it for you?

Management & Business Administration | **40 CP**

Industry Applications | **10 CP**

Master Thesis | **20 CP**



Capstone Project | **10 CP**

Strategy Labs | **10 CP**

What's in it for you?



SEMESTER 1

Compulsory Courses

- Technology for a Sustainable Tomorrow
- Economics of Industrial Transformation
- Personal Development and Leadership in the Digital Age
- Strategic Management
- Business Analytics

STRATEGY LAB I

SEMESTER 2

Compulsory Courses

- Leading Innovation and Organizational Renewal
- Data Literacy & Big Data in Production
- Financial Management and Digital Change

STRATEGY LAB II

Industry Applications (2 out of 3)

- Digital Futures: Industry 4.0
- Internet of Energy
- Current Topics: Management in a Changing Environment

SEMESTER 3

CAPSTONE PROJECT

MASTER THESIS

Acquire Comprehensive Business Knowledge

By completing these modules, you will gain in-depth business knowledge and initial leadership skills. All modules are set at 5 CP.

Technology for a Sustainable Tomorrow

Get prepared for an interdisciplinary role

The module introduces some of the fundamental debates on the past and the future of humanity on this planet and the role of technology in this. Gain important knowledge of the relationship between technology and innovation management on the one hand and sustainable human development on the other. You will learn to critically evaluate technological developments' advantages and disadvantages, opportunities, and risks toward a sustainable future.

– Prof. Wim Naudé

Economics of Industrial Transformation

Understand the consequences of large-scale industrial transformation

In this module, you will gain a comprehensive understanding of the economic consequences of large-scale industrial transformation caused by the emergence of new technologies. In addition to recognizing social and economic opportunities and risks, you will also learn how to explain micro- and macroeconomic concepts and theories used to analyze the process of innovation and growth.

– Prof. Dr. Almut Balleer, Prof. Dr. Oliver Lorz

Strategic Management

Learn how to think and act strategically

In preparation for your future leadership role, this course provides an application-oriented introduction to strategic management's process, content, and context. You will learn how to drive and thrive organizations to success during fundamental technological changes by making intelligent strategic decisions based on rigorous strategic analysis.

– Univ.-Prof. Dr. Thomas Kittsteiner, Univ.-Prof. Torsten-Oliver Salge

Personal Development and Leadership in the Digital Age

Develop your leadership skills

We will dive into the basics of leadership, learn about the difference between management and leadership, and develop your personality, as it is one of the most important success factors in a leading position. Knowing your weaknesses and strengths and filling your toolbox with all the relevant leadership instruments will prepare you to successfully manage change and transformation.

– Dr. Garnet Kasperk

Business Analytics

Learn how to make data-driven business decisions

Get introduced to the core concepts of Business Analytics to make intelligent use of data to improve business decisions. Since gut feelings are not always recommended in running a business, we will show you how to properly collect, visualize, analyze, and interpret data to improve decisions and to lower risks.

– Prof. Dr. Thomas Lontzek

Leading Innovation & Organisation Renewal

Enable yourself to navigate organizations in innovation processes

In this module, you will be exposed to case studies and research papers on leadership, innovation management, and renewal to better understand the key concepts and theories for leading innovation and strategic renewal. Doing so will help you in your development to become a leader who successfully navigates an organization through such a transformation process.

– Prof. Dr. David Antons, Prof. Dr. Torsten-Oliver Salge, PhD

Data Literacy and Big Data in Production

Take a look at technologies behind the term “Industry 4.0.”

This module will give you an insight into Data Literacy and introduce you to so-called “enabler technologies” from the fields of Big Data and Artificial Intelligence, such as the Internet of Things. You will learn how new business models and strategies can be created based on the digital value chain of data and become familiar with the modeling of data and with programming basics.

– Dr.-Ing. Max Hoffmann

Financial Management and Digital Change

Get prepared to handle financial challenges

New digital developments are causing financial challenges in organizations. In this module, you will gain a theory-based understanding of capital market equilibria, learn about digital trends in the finance domain, and will be able to describe their consequences for corporate finance, valuation, and capital market conditions.

– Prof. Dr. Wolfgang Breuer



Strategy Labs: Take A Deep-Dive

Learn about the latest production technologies and – building on that – create business ideas as well as an exciting marketing strategy.

Each Lab is set up at 5 CP.

Strategy Lab 1: Circular Economy and Innovative Production Management

Create business ideas to exploit the potential of product and process innovations

The VUCA world, as well as sustainability, have a significant impact on industrial companies. The concept of the Circular Economy has become a relevant management guideline for the task of product development as well as for production. That is why we help you in your first strategy lab to develop business ideas and models around innovative products and processes linked to sustainable production improvements.

– Prof. Dr. Wolfgang Boos

In cooperation with the Laboratory of Machine Tools and Production Engineering (WZL) at RWTH Aachen University.

Strategy Lab 2: Customer-Driven Value Creation with New Technologies

Gain fundamental knowledge in innovation and marketing

Taking the customer perspective is a guiding principle for successfully developing, launching, and selling new products and services. In this strategy lab, you will learn the basic elements of innovation, product development, and marketing and how these disciplines relate to each other.

You will understand why taking the customer's perspective already in the development phase of a product is important, and you will practice putting this information into a strategic marketing concept using different marketing tools.

– Prof. Dr. Daniel Wentzel

Capstone Project: Apply Your Skills

Solve a real-world challenge of a business partner from our ecosystem

This interdisciplinary challenge will prepare you for prospective challenges in the future.

Companies are looking for professionals who have a solution-oriented mindset. That's why the Capstone Project relates all the theories and methods from your studies to a real-world business challenge.

Using analytical and strategic tools, you will develop creative solutions in a small group. Industry and university experts will guide you on this project and help you understand the “tensions” between scientific preciseness and business constraints (e.g., time and money).

– Dr. Garnet Kasperk



QUOTE

“The Capstone Project was the pinnacle of group assignments in the MBA program. The unique aspect of this project was that we had an opportunity to work on a real-time problem where we applied all of our MBA learnings. We discovered how to address changing consumer needs while offering a polished package of solutions in a time-constrained setting”

– Bhushan Bhingare, MBA Student

Define Your Individual Context of Application

Choose two of three industry-focused electives to specialize in a specific field. Each module is set at 5 CP.

Digital Futures: Industry 4.0

Become a driver of industrial transformation

Learn more about relevant components of Industry 4.0 and how to describe the path of data from its collection to the information and decision-making support process. In this application-oriented module, you will apply tools such as the Industry 4.0 Maturity Index to assess a company's position in the digital transformation process and you will analyze transformation mechanisms for companies towards Industry 4.0.

– Prof. Dr. Volker Stich

Current Topics: Management in a Changing Environment

Look at the impact of the changing business world from a metaperspective

In this module, you will learn to apply your knowledge to current issues that have a major impact on business, the economy, and society. It is about managing digitalization and industrial change in a rapidly changing environment. You will deepen your understanding of current management research in relevant fields.

– Various lecturers

Internet of Energy

Explore the challenges and opportunities of our energy infrastructure

Gain a comprehensive understanding of the potential of digital energy systems and learn about challenges imposed by the advancement of the Internet for our energy systems. After the successful completion of this module, you will be able to critically reflect on the potentials and challenges of the Internet of Energy and apply your knowledge in an interdisciplinary context.

– Prof. Dr. Aron Praktijn



Master Thesis: Getting Ready For An Exciting Career

Your final thesis completes your study adventure.

Create a moment of pride and look forward to a promising future.

By writing your master thesis, you will learn how to independently approach and work on an academic topic, document your progress, and finalize the entire project within a given deadline.

You will acquire the skills to systematically analyze a challenging research question. [The final dissertation is set up at 20 CP.](#)

Quick Facts

 Degree	Master of Business Administration RWTH Aachen University
 Language	English
 Duration	3 Semesters
 Costs	30.000 EUR*
 Early Bird	3.000 EUR Discount until January 15
 Start	October 1 of Each Year

*plus semester fee from RWTH Aachen University

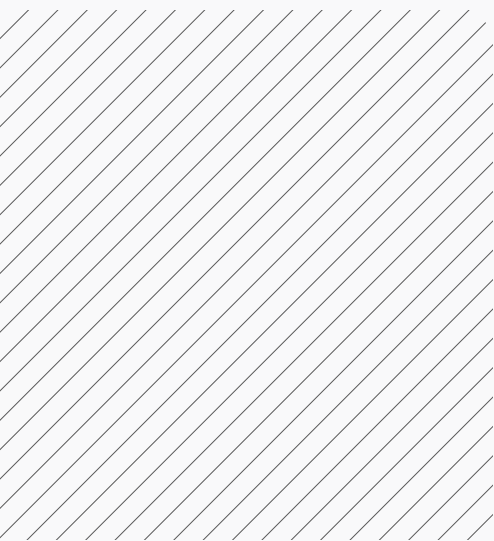
Admission Requirements

We are looking for Young Professionals providing

- a degree completed in business/economics or
- a degree completed in a STEM related field (science, technology, engineering and mathematics)
- at least 2 years of relevant professional work experience
- English language proficiency

Application

Our online application portal is open from October 1 until August 31 for all applicants. Our application process is entirely online and there is no application fee.



| CONTACT

Any questions?
We are happy to advise you!

Student Recruitment Team
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+49 241 80 27616

BUSINESS | **RWTHAACHEN**
SCHOOL | **UNIVERSITY**