

Entry requirements and how to apply

To apply for this degree programme, you need a recognised university entrance qualification.

For details on the application process and required documents visit www.uni-passau.de/en/apply.

You will need good German language skills to study this degree programme, as that it is the language of instruction.

The University of Passau has set up a German language teaching unit, German Courses Passau, which offers a selection of preparatory language programmes tailored to the needs of international students. These range from summer courses to a full academic year – the latter is recommended for those with no prior German language skills. Further details: www.uni-passau.de/en/learn-german

Your application for a place on the degree programme should reach us by 15 July.

Degree awarded	Bachelor of Science (B.Sc.)
Duration and ECTS	6 semesters; 180 ECTS credits
Starts in	October (winter semester)
Language of instruction	German



Further information and contact details

Programme profile on the web

www.uni-passau.de/en/bsc-dtbs

Academic Advice Service

Primary contact for prospective international students seeking advice on study options and entry requirements

Innstr. 39, 94032 Passau, Germany

E-mail: advice@uni-passau.de
www.uni-passau.de/en/academic-advice

Faculty of Business, Economics and Information Systems

Information on the main areas of study and various certificate programmes

www.wiwi.uni-passau.de/en/study

Digital Technology and Entrepreneurship-Certificate programmes

Entrepreneurial Pathfinder,
Digital Technology and Entrepreneurship
www.wiwi.uni-passau.de/en/dte

Student Registration Office

Contact for enquiries related to your application
www.uni-passau.de/en/student-registration-office

Language Centre

Offers a wide range of language courses
www.sprachenzentrum.uni-passau.de/en

Centre for Careers and Competencies

Helps students seeking internships or career entry positions and offers transferable skills courses
www.uni-passau.de/en/zkk

iStudi Coach for job market induction

Provides job market orientation and advice on internship and job search to international students
www.uni-passau.de/en/istudi

German Courses Passau

German language courses for international students
www.uni-passau.de/en/learn-german

CeDiS - Passau Centre for Digitalisation in Society

Interdisciplinary and inter-faculty activities on the Digital Turn
www.uni-passau.de/en/cedis



09/2022

Bachelor of Science in Digital Transformation in Business and Society



B.Sc. Digital Transformation in Business and Society

About the programme

Digitalisation is fundamentally changing our economy and society. The increasing reliance of organisations on information technology creates a need for professionals who have a solid, broad grasp of business administration processes as well as the technical skills to help shape the digital transformation.

The B.Sc. Digital Transformation in Business and Society programme enables you to take on precisely this key role. This degree programme has a strong business administration orientation and allows you to set your own interdisciplinary specialisation. You can choose to specialise in management or information systems and additionally learn about digital communication, IT law or psychology. This will enable you to support the digital transformation of organisations and develop new business models.

The School of Business, Economics and Information Systems offers two Master's programmes – M.Sc. Business Administration and M.Sc. Information Systems – which build on this Bachelor's programme.

Career prospects

The digital transition poses new challenges for all areas of the economy and society. That is why demand is increasing for experts and managers who not only have economic specialist knowledge but also well-founded methods, data and digitalisation skills. The degree programme Digital Transformation in Business and Society prepares you for exactly these tasks.

Graduates are prepared for the challenges of the digitalised world in many ways:

- 1) for the co-development and design of digitalisation strategies of companies and organisations in business development or strategy and IT consulting companies,
- 2) for new occupations and interface functions in the field of data analysis and visualisation,
- 3) as specialists and managers in the online context, e-commerce or the field of user experience or
- 4) in the start-up environment.



Furthermore, the degree programme creates the access conditions for further occupational fields in education and science, market and opinion research as well as (depending on area of focus selected) in the occupational fields of media and communication research, media management and the development of digital services.

Features

- Focus of the study programme on the opportunities and challenges of digitalisation in business and society
- Interdisciplinary subject combinations with a focus on management or information systems with digital communication, psychology or IT law
- Excellent career prospects and access to a broad business and industry network
- Optimal study conditions
- Balanced ratio of lectures, interactive exercises in small groups and e-learning courses
- Broad and interdisciplinary initial study phase as a basis for many further subject- and digitalisation-related master's programmes

Programme syllabus

The B.Sc. Digital Transformation in Business and Society has a business administration focus. It is supplemented by modules from related disciplines, particularly law and social sciences.

The degree programme is divided into five areas:

- 1) Initial study phase
- 2) Major
- 3) Minor
- 4) Elective modules
- 5) Bachelor's dissertation

In the initial study phase, which takes place over two semesters, you will acquire the fundamental methods, data and digitalisation skills by learning business, law and IT knowledge, theories and methods.

From the third semester onwards, you study one major subject in depth to further develop your subject-specific skills. There is a choice of two programmes:

- The **management major** initially imparts knowledge on in the basics of administrative functions and decision fields.
- The **information systems major** teaches you how to manage processes of digital transformation in companies and organisations.

You should choose a minor option to enhance your competencies and expand your interdisciplinary education. Your minor deals with the challenges of digitalisation in fields that are complementary to the business field. The minor options include **digital communication, IT law and psychology**.

