MASTER (M.A.)
DIGITAL PRODUCT
MANAGEMENT 60 ECTS

Every business that views technology as a source of competitive advantage needs a product strategy. The Master in Product Management will arm you with all the information and resources you need to direct the development, strategy, and ongoing evolution of a digital product. You'll learn why product strategy is the cornerstone of company growth. You'll cover every stage of the product strategy lifecycle, from the beginning to the end, and learn to think like the CEO of your product or service. Those involved in developing or delivering product strategy will develop a mindset that establishes product strategy as the path to growth.

If you have a first degree in a non-specialized field and relevant work experience, such as working as a product, marketing, or sales manager, our 60 ECTS credit Master of Digital Product Management is the best option for you.

Degree
Master of Arts (M.A.)

Electives
In the Digital Product Management online programme, you can choose one elective worth 10 ECTS credits and focus on interesting practical areas.

Study model and accreditation
– Online
– German accredited institution, recognised by ZFU (German Central Office for Distance Learning)

Study start and duration
Start date: Anytime
Duration: 12, 18, 24 months

Credits
60 ECTS credits

iu INTERNATIONAL UNIVERSITY OF APPLIED SCIENCES

Study Content (60 ECTS credits)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
Fundamentals of Digital Product Management	**1**	5	E/WAWA
Product Development		5	E
Digital Business Models		5	E/WACS
Digital Analytics and Strategies		5	WACS
Digital Business Management		5	E/OA
Applied Research		5	WAWA
Seminar: Current Issues in Product Management	**2**	5	WARE
Electives		10	
Master Thesis & Colloquium		15	WAMT & CO

CHOOSE YOUR ELECTIVES

Choose one elective from the "Electives" list:*

– Agile, Social and Creative Methods
– AI and Mastering AI Prompting
– Artificial Intelligence
– Big Data Applications
– Data Driven Marketing and Controlling
– Data Miner
– Data Science and Analytics
– Digital Transformation in Production
– Entrepreneurship and Disruptive Innovation
– Growth Hacking and Conversion Rate Optimization
– Manufacturing Methods Industry 4.0 and Internet of Things
– Process Management with Scrum
– Project Management with Prince2
– Salesforce Developer Specialization
– UI/UX Expert

*Each elective module can only be chosen once.

ELECTIVES

DATA MINER
The Data Miner specialisation will provide you with an in-depth understanding of data mining and its key aspects and methods. Analyze and investigate data mining processes, data retrieval strategies, data quality and preparation methods, and so on. Learn about the various types of data sources and gain insights into important data mining and web scraping techniques. To round out your knowledge, you will be introduced to the concepts of data economy, as well as the legal requirements and usage guidelines associated with data mining.

ARTIFICIAL INTELLIGENCE (AI)
Learn about the fundamentals of AI, its applications and use cases, and how it is transforming our lives in this specialization. You will learn the fundamentals of AI applications like machine learning and deep learning.

BIG DATA APPLICATION
This specialization will prepare you to ask the right questions about data, communicate effectively with data scientists, and perform basic exploration of large, complex datasets. Through hands-on experience with the tools and systems used by big data scientists and engineers, you will gain an understanding of the insights big data can provide.

CAREER OUTLOOK

This degree places you at the crossroads of computer science and business administration. After graduation, it will open the door to many exciting new business and IT career opportunities, such as technical product manager, process manager, or project manager, to name a few.

ADMISSION

We try to keep admission as simple as possible at IU. To successfully enrol, there are just a few requirements we need you to prove.

GENERAL ADMISSION REQUIREMENTS
– Completed undergraduate degree with 240 ECTS credits.
– Your degree must be from a state or state-recognised higher education institution/university
– You must have achieved a final grade of at least "satisfactory" or Grade C equivalent in your previous undergraduate degree
– Proof of at least one year's professional work experience completed prior to the start of study programme. Work experience must have been gained after completion of your undergraduate studies

ALTERNATIVES TO THE MINIMUM GRADE (60 ECTS CREDITS)
If you have completed your bachelor's degree with a final grade of "sufficient" or grade D equivalent to the German grade "ausreichend" (up to 4.0), you can still be admitted to a master's or MBA programme. For this, you need:
– A bachelor's degree (final grade 3.5–4.0) from a state or state-approved higher education institution/university AND
– Relevant academic achievements from a master's/MBA programme at a state or state-approved higher education institution/university, relevant to the desired master's/MBA programme with a minimum of 20 ECTS credits OR
– A relevant completed master's/MBA degree from a state or state-approved higher education institution/university OR
– Relevant qualifications outside of academia which can be credited to you such as further education/training at GQF7 level or – for foreign qualifications such as postgraduate diplomas – equivalent to GQF7 level relevant to the desired master's/MBA programme, with a minimum of 20 ECTS credits

Tip: If you apply for recognition, we can review your relevant achievements and, where possible, credit them towards your study programme in a relevant field.

WORK EXPERIENCE
For the **60 ECTS credit programme:**
– Proof of at least one year's qualified work experience completed prior to the start of the study programme (the work experience must be gained after the completion of your undergraduate studies).
– Don't have a year's worth of qualified work experience? Don't worry! With the Scholarship Programme, you can start your studies right away, and gain your professional experience alongside your studies. You'll need to achieve the one year's worth of experience before you complete your Scholarship Programme.

– You can provide us a translation of your employment contract and your pay slip, or you can ask your company to fill out this form in English, sign it, apply the company stamp and send it to us.

FURTHER ADMISSION OPPORTUNITIES

Depending on your previous education, the following entry options are applicable for the **60 ECTS credit Master's degree:**

– undergraduate degree with 210 ECTS credits: you can bridge the gap of 30 ECTS credits with the proof of one-year qualified work experience
– undergraduate degree with 180 ECTS credits: you can bridge the gap of 60 ECTS credits with the proof of two years qualified work experience

Recognition of knowledge and abilities acquired outside of higher education is possible in principle.

SCHOLARSHIP PROGRAMME

Start your online degree with our Scholarship Programme and receive a scholarship up to 67%!

This helps you get started as a participant with immediate access to 50% of your courses even when you don't meet the full ECTS credit requirements yet. If you are lacking ECTS credits from your previous studies, you can demonstrate professional work experience instead.

– To start a **120 ECTS credit degree,** you will need a **minimum of 180 ECTS** credits from your previous studies.
– To start a **60 ECTS credit degree,** you will need a minimum of 240 ECTS credits from your previous studies but can **"bridge" up to 60 ECTS credits with 2 years of professional experience.**

Once all admissions documents are provided and any relevant admissions courses are complete, you can move forward and finish your degree.

Questions? Speak to your study advisor, they will guide you through every step of the process.

PROOF OF ENGLISH LANGUAGE SKILLS

At IU, we teach in English to prepare you for the international market. We, therefore, ask for proof of your English language skills.*

– TOEFL (minimum 80 points) or
– IELTS (minimum Level 6) or
– Duolingo English-Test (min. 95 points) or
– PTE Academics (minimum 59 points) or
– Cambridge Certificate (minimum Grade B)

*Proof must be provided before the start of the study and must not be older than five years.

8 STEPS TO COMPLETE YOUR STUDIES

1 Register and apply online

2 Choose your course

3 Download your study scripts

4 Work independently with study scripts

5 Take part in Q&A sessions

6 Prepare for exams and take them either:
– directly online, or
– at an IU examination centre (remember to register in time).

7 Master thesis and colloquium

8 Complete your studies with certificate